

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, APRIL 25, 1900.

No. 4.

The Philadelphia
DAILY, 196,894 *Record* SUNDAY, 154,207



*Gives the Best Service to
Advertisers*

*in proportion to the price charged of all the newspapers
east of Chicago, outside of New York City.*

ARE YOU GETTING THE BEST?

The Detroit Journal.

Afternoon.

2c.

*Only Metropolitan Republican
Newspaper in Detroit
and Michigan.*



Second Largest Circulation.



No Better Value.

PERRY LUKENS, JR.,
Manager New York Office,
Tribune Bldg.

C. F. REMINGTON,
Manager of Advertising,
Detroit.

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THE MUNYON INHALER.

A TALK WITH PROF. MUNYON ABOUT HIS LATEST SUCCESS—THE DAILY NEWSPAPER AND ITS IMPORTANCE AS AN ADVERTISING MEDIUM—THE CAMPAIGN IN ENGLAND—A VAST ADVERTISING EXPENDITURE—SYSTEM OF KEEPING CUTS AND FILING PROOFS—ADVERTISING SHOULD BE TRUTHFUL AND HAVE AN INDIVIDUALITY IN ORDER TO BE SUCCESSFUL.

Ushered into Dr. Munyon's private parlor, at 1505 Arch street, Philadelphia, a PRINTERS' INK representative recently asked the distinguished-looking professor if he would tell him a few facts about the advertising that has been done for Munyon's Inhaler. The doctor, who has a kindly but resolute face, that is strongly marked and full of character, turned from a book he was consulting at the moment and said:

"I thought I had answered about every question that could be put with regard to that advertising, but I see that I have not met with you before—where is Mr. Partnerheimer?"

I answered that, to the best of my belief, this gentleman, who used to represent the Little Schoolmaster in the Quaker City, was now engaged in some other business, and the professor then continued:

"Well, sir, what can I say for PRINTERS' INK's benefit that it does not already know, or rather, what would it like to know?"

"First of all, Doctor, I would like to know how long you have been advertising the Inhaler."

"We started last spring and, as is my habit, I determined to cover the country in the way I thought best. That is, I used the leading daily papers of the chief cities throughout the country. At first

I took only small double-column spaces and used a cut of the article, it being something new from my laboratory. This I followed up with another ad having my own portrait, which is now closely identified with all my advertising. The next ad showed some of the pictures, with testimonials, of those who had tried the Inhaler and had been cured. Then I had testimonials from doctors and ministers, and so on, with a regular series of ads that had practically been decided on at the commencement."

"Do you think the daily papers reach everybody, Doctor?"

"I honestly do. The daily papers in this country are the life blood of advertising. They are the great arteries through which news is disseminated throughout the land, and the advertisements must go with the news."

"But the weekly papers—I mean the country weeklies?"

"They were useful in their day, and I do not say that they have not their uses now, but to reach the masses quickly and get prompt responses to your advertising, you are all right if you use the great dailies. Here I will give you an instance. I had a certain ad of this Inhaler in the New York papers, and five days after it was published I had a reply from Florida, mentioning the New York paper in which it appeared! I tell you the great dailies penetrate everywhere. Where they do not reach I do not think it would pay an advertiser to reach."

"Yet some people claim that the country papers are the best mediums in which to advertise patent medicines and proprietary articles of that kind."

"Let them claim it! Perhaps they are right in some cases, but I have remedies that appeal to the

great intelligent classes of Americans, in town or country. My object is to reach the most people at once—to spread the news of my medicines and of their wonderful curative properties. I am not looking for the easily credulous,

have to use the article while away at work. They are both on the same principle, however, and alike with the exception named."

"About how much have you spent on advertising the Inhaler, Doctor—I mean in newspapers?"



MUNYON'S INHALERS.

Positively Cure Catarrh, Bronchitis, Asthma, Coughs, Colds and All Throat and Lung Diseases.

THE FAMILY INHALER.



The glass "Family Inhaler" is designed for the home. It is the specially devised contrivance which first particularly and emphatically demonstrated the efficacy of the Inhalation treatment.

Through a little tube you inhale the healing essence of the Eucalyptic Plant and refreshing Eucalyptus.

You may reveal a chronic cough or a cold in the throat and in the chest.

The forests are brought to your room or on your table, brought to you in the rain.

Read our list of traveling agents at all drug stores, or sent by mail on receipt of price. SPECIAL DEMONSTRATION AT THE FOLLOWING FURNITURE STORES:

20TH CENTURY DRUG STORE, Stewart Bldg., State st.

CLEVELAND BROS., three stores, Mason Temple, 12 State st., 22 Walnut st., corner Twelfth st., and Thirtieth st. and Hart st.

THOS. WHITEFIELD, 20 Walnut st.

THE JAS. THOMPSON DRUG CO., 12 Clark st., one cornerhouse

GEORGE KOLLER, 92 W. Chicago st.

A. NAYLOR, 28 W. Division

A. P. FRIEDMAN, 521 Armstrong st.

STANBORN'S, 541 W. Division

BARNES & BROS., 811 Auditorium st.

JOHN BERT, 40th State st.

Cure Begins with the First Inhalation.

All the medicinal, recuperative and beneficial properties of the Eucalyptus and Pine trees combined and harmonized with other efficacious ingredients, are vitalized and made the more effective in the Inhalation treatment. This new combination of curatives—prepared according to a formula discovered by Dr. J. Munyon—gives forth a vapor, a remedial power that is invincible. It exudes, it exhales, it emits something—call it what you will—but that something is always health-giving, heart-renewing. Under its influence throat and lung troubles disappear; no crisis, disease, cannot exist. It provides an almost miraculous antidote; it furnishes a germicide which simply annihilates disease-creating germs.

The medicated vapor, inhaled through the mouth and emitted from the nostrils in clouds, is so penetrating that stimulating and revivifying effects are felt at once. The bronchial tubes quickly yield up their phlegm. All the air passages are instantly cleared, cleansed and purified.

A. T. SUTHER, 101 State st.
T. W. WELFE, Cor. Lake and Franklin.
C. W. HENK, 600 State st.
C. W. HARRISON, 1000 State st.
H. M. WERNEBRO, 100 State st.



THE HARD RUBBER INHALER.

The pocket Inhaler is made of hard rubber, is compact, durable and portable. It is easily charged and may be carried in the vest pocket.

It reaches the sore spots. It penetrates where even a spray cannot reach. It acts as a steam and acts on the whole system.

You breathe with ease. It soothes the throat. You inhale new life.

Read our list of traveling agents at all drug stores, or sent by mail on receipt of price.

MUNYON'S DOCTORS FREE.

Nothing is asked for examination of advice. Kindred specimens from leading foreign are on duty from 9 a. m. to 8 p. m. Week days; 10 to 1 Sunday. The hospital staff and advice money you pay on your without money. If you have no time or main consult in Munyon's Electrical Department is the most equipped, a world's great name. Machines quickly receive results, and still justify impeding patients in the dark. Some of our part of body. Munyon's Life Chamber—removes suffers from cough, nervousness, penetration, etc. Munyon's famous Remedies—quickly cure Rheumatism, Colds, Coughs, Dyspepsia, Stomach troubles, Liver troubles, Neuralgia, Fever, etc. Special cure for each disease; 12 of them, mostly 25 cts., all druggists. Those living at a distance may have free medical advice by mail. Atwood Building, Clark and Madison Streets.

A MUNYON A, GREATLY REDUCED.

but for the thinking, open-to-reason classes who need my aid."

"I understand there are two distinct Inhalers, Doctor?"

"Yes, the one is for use at home and is made of glass. The hard-rubber Inhaler is made for pocket use for those who travel, or who

"Well, the newspapers are about all the mediums I use, you know, and last year the appropriation was over \$400,000. As you are perhaps aware, I am advertising the Inhaler in England now, and getting good results from it."

"Your advertising is very bold

and attractive in the newspapers."

"I try to make it so. I want to infuse the confidence that I feel myself into my advertising. I want people to know the Munyon advertising by its fearless truth and honesty. I want to put an individuality into the publicity I use."

"In the matter of demonstrating the uses of the Inhaler as a cure for catarrh, what have you done, Doctor?"

"In the leading drug stores of the leading cities I have hired people who explain the uses of the Inhaler and demonstrate its benefits. But in many of my advertisements there are cuts to show how it should be used."

"You must use a great quantity of cuts for your advertising?"

"We have two electrotypers constantly employed. Upstairs we have a large room for electros only. These are stored in large pigeon-holes and in each pigeon-hole is an envelope with proofs of that particular cut. When any special cut is needed, therefore, we simply send proof in a letter and the cut by same mail. Outside the pigeon-hole is a number that corresponds with those in the proof book."

"That contains all published ads, I presume?"

"Yes, but we not only keep a book in which each ad and date of its appearance is chronicled—with the name of the paper in which it appears—but attached to each of these clippings is a number which has relation to a large envelope with a corresponding number, and this envelope contains a liberal supply of proofs of that particular ad. Just a second! Marie!"

This call was intended for a young lady, who was at the Doctor's elbow in an instant.

"Get me 18097."

This particular proof was obtained from among many thousands more in an adjoining room in thirty seconds.

"There," said the Professor, smiling, "that will give you some idea of the method and system in this office. We have everything so arranged that we can lay our hands on it in an instant."

"Are you doing any outdoor advertising, Doctor?"

"We are using some large painted signs in prominent places, such as the one you see over near the City Hall, but I am not doing very much of that work at present. I am pretty well pinned down in my faith to the newspapers."

"Of course you have men on the road?"

"Yes, we have men traveling all the time and calling on the druggists, especially in those places from which we have recently received good testimonials. We always follow up these with extra local advertising, and we find it pays. People at a distance may disbelieve me, but they will place reliance on the testimony of those they know well. That is the great value of testimonials for advertising purposes."

JOHN C. GRAHAM.

THEY USE JUDGMENT.

It is said that Uncle Sam spends about \$125,000 a year for advertising in the newspapers. That isn't a patch on the expenditures of some of our great merchants for this purpose. Besides, the great merchants put their advertising in newspapers that are read by the greatest number of people. They do not parcel out their advertising among insignificant publications, as Uncle Sam does. The great merchants know their business.—*Boston (Mass.) Herald.*

Baby Lim-Olas



BABY LIM-OLAS ARE A WELCOME ADDITION TO ANY MEAL. THEY ARE DELICATE, DELICIOUS AND ABSOLUTELY WHOLESOME. CHILDREN AND GROWN UP PEOPLE EAT THEM BY THE BOTTLE. FURNISHED WITH EACH BOTTLE. SMALL SAMPLE BY MAIL FOR 13¢.

"I'm coming Mama;
I got the bottle."

SEVILLE PACKING CO.
NEW YORK.

EXCLUSIVISTS IN OLIVES AND OLIVE PRODUCTS.

DAINTY.

THE NEWSPAPERS OF EUROPE.

It will surprise many to learn that in proportion to its enormous population London possesses fewer newspapers than any other European capital. We have a total of twenty-five well established and widely read journals, which minister to the Londoners' thirst for news. Of these eighteen treat of general, political and social news, while five are financial and two are confined to sporting. This works out an average of one newspaper to every 240,000 inhabitants of Greater London.

Next to London the largest European city is Paris, and its two and one-half million inhabitants share the literary food of fifty-six daily newspapers over forty of which are strictly general news sheets. This is an average of one newspaper to under 45,000 inhabitants. On the same basis Berlin, with twenty-six journals, has one to an average of 57,000 inhabitants. Vienna one to 108,000, Rome one to 34,000, while Madrid and Lisbon have one newspaper to an average of only 25,000 and 14,000 inhabitants respectively.

Next to the last named cities, in regard to the number of daily newspapers published, comes Brussels with eighteen, then follow St. Petersburg with sixteen, Constantinople with fifteen, Vienna and Budapest with fourteen each, Copenhagen and Amsterdam with twelve each, and Rome with eleven. The remaining capitals are more modest, though all of them can boast of at least one newspaper to every 40,000 inhabitants.

One of the most remarkable papers in Europe—indeed, in the world—is the Paris *Petit Journal*, about which some striking figures were recently published. It is a half-penny, four-page paper, undoubtedly the most popular in France, and has a circulation of over one million copies daily. Its net profits are over three-quarter million dollars yearly. It is somewhat difficult to see to what this truly colossal sale is due, but probably it is the light and "popular" style of the paper, and its abstention from the dry political

polemics which distinguish most of its rivals. It is a rabidly anti-English journal, and has caused some amusement lately by the airing of pet schemes for the annihilation of "Perfidie Albion." Its staid and sober contemporary, the *Temps*, makes an annual net profit of about \$50,000, which seems to show that steadiness and sobriety in a Parisian newspaper are not so profitable as Jew-baiting, anti-Dreyfusism and Anglo-phobia.

Perhaps the most cosmopolitan city in the matter of newspapers is Constantinople. Of its fifteen journals only three are published in the Turkish language, while three are printed in French, three in Greek, two in Armenian, one in Persian, one in Italian and two in French and English.

In the strongly Roman Catholic countries (Italy, Spain and Portugal) the newspapers present one striking peculiarity, which gives them a most curious appearance—that is the notices inserted by the relatives of deceased persons, which are printed with a deep black border and usually headed by a black cross. One may often see a whole page covered with these depressing advertisements. The notices themselves are very curious, for, after announcing the decease of the departed one, they go on to state that "the wife, father, mother, brothers, sisters, brothers-in-law, sisters-in-law, nephews, nieces and other relatives, beg his friends to attend the funeral ceremony," etc. Similar notices are often inserted on the anniversary of the death, and the same long list of relatives request the prayers of the deceased's friends for the repose of his soul.—*London Mail*.

JOURNALIST HUMOR.

"I'll bet a thousand," shouted the excited politician, "that the editor has no proofs of those damaging stories he published against the boss."

"I'll go you," retorted the little man with a high forehead and two pair of glasses. "He had the proofs and went through them, word for word, and O. K'd the revise."

"Who in thunder are you?"

"I'm the proofreader."—*Journalist*.

ADVERTISING consists in getting your name before the public in any medium or manner from your name on a toothpick to a full page in the *Ladies' Home Journal*.

From Printers' Ink, Feb. 21, 1900.

WISCONSIN DAILIES.

In the December issue of the American Newspaper Directory for 1899 seven English dailies in Wisconsin get credit for actual average issues of more than four thousand copies. They are: Milwaukee *Evening Wisconsin, Journal, News, Sentinel*; Oshkosh *Northwestern* and *Times*; West Superior *Evening Telegram*. The *Evening Wisconsin* is one of the best known among the best Western dailies. The character of its circulation is high—according to a position in the choice bulls eye (●)* list. To its further credit are the annual statements of actual issues from year to year, which come to the Directory office with regularity.

THE BEAUTY OF BREVITY.

A correspondent writes:

The ad that is likely to have the most, and the most lasting, effect upon the human mind is the ad that can be easily remembered. The quick, incisive, epigrammatic speaker is far more admired than the prolix and tedious talker. Listen to a man telling a long story and then see how much of it you can remember. The interest, or the brilliance of the story will not matter much—its very length prevents you from remembering it. But if you hear a little story that is embodied in a question and answer, or in a few words anyhow, you have it in its entirety in your brain for future reference or use. Whatever people used to do in the past, and whatever some backwoods people may do in the present, there is no gainsaying the fact that to-day the great bulk of the people like to be approached in a quick and forceful way, to be told your story in a few words.

Ferris Hams never needed and never had any long or wearisome ads, and yet what a powerful one—what a memorable one—is that terse line, "A Little Higher in Price, But—"

Again, in the past year, when so many brands of whisky were advertised—certainly over a score—how peculiarly and forcibly, and I might add, convincingly, did the brief ad of the Wilson Whisky stand out. Just the name, the date of its first distilling, and the two words—"THAT'S ALL." Six words to fill a three-inch space.

With Mr. Ward, of Sapolio, brevity is almost a virtue. Where can we find a more popular line of advertising? With Royal Baking Powder—although big white space be taken—the matter filling it is usually two or three short, sharp sentences. The terseness of the Rogers, Peet ads, as well as their uniform excellence, is proverbial. And so on.

When it comes to the advertising of patent medicines, there are, of course, many impediments to the use of brevity. Diseases and physical conditions have to be described, and they usually have to be treated at length in order to convince the medicine-buying classes. But even in this connection Mr. Rose made some of the best hits of his life with Scott's Emulsion, and, later, with the J. C. Ayer Company. In twenty to thirty words he would get in a better and more convincing argument why you should use what he was advertising than most of the other fellows could or did, in ten times as many words.

A brief sentence, well put, has a wonderful power, and its chief strength is its brevity for, if spun out to any length, much of its force would be lost.

HOW THEY SUCCEED.

Advertising undoubtedly takes away the business from those who do not advertise and gives it to those who do, and those who have succeeded best, growing day by day, have been those who have been the most persistent advertisers in season and out of season.—*Anaconda (Mont.) Standard.*

ADVERTISING promise without strict performance leads to ultimate ruin.

WANT A MUZZLED PRESS.

The Baltimore (Md.) *Methodist Protestant* of April 4th has this to say about church advertising:

It will be admitted that the churches of Baltimore have been very liberal in advertising their services in certain city dailies. We have never been in sympathy with the advertisement. The churches have a certain false pride about them. When a suggestion not to advertise is made some one is immediately ready to assert that it would compromise the church in the estimation of the public. We do not believe that any church in Baltimore increases its attendance or its resources by advertising. It is money wasted. It is helping to support a press that is always, more or less, hostile to everything the church stands for. The recent attack upon the clergy by a certain city paper that gets more than a hundred dollars a week for advertising church services, because they stood in defense of our Sunday law, is a case in point. The ministers and those who joined with them in support of the law were characterized as narrow, unreasonable and selfish, and yet these are the people whose patronage is solicited. We think it is high time for the churches to assert themselves and refuse to patronize a press that is so lost to decency as to abuse the best elements of society for the mere patronage of the saloon-keeper and the Sabbath-breaker.

Evidently the editors of the religious periodical quoted believe it should be possible to muzzle a newspaper for a hundred dollars' worth of advertising a week.

CHICAGO ENGRAVING HOUSES.

A list of the Chicago engraving houses would include the following:

Barnes-Crosby Company, Geo. H. Benedict & Company, Binner Engraving Company, Franklin Engraving and Electrotyping Company, Illinois Engraving Company, J. Manz & Company, Osgood Company, Rogers & Wells.—*Advertising Experience, Chicago.*



A HINT TO DEWEY: ADVERTISE FOR A PLATFORM.—*Brooklyn Eagle, April 5.*

TO MAKE ANSWERS EASY.

Under date of April 11th, *Dairy and Creamery* of Chicago describes in a letter to PRINTERS' INK its scheme for making replying to advertisements in its publication easy:

We send you herewith a copy of *Dairy and Creamery*, two pages of which are devoted to Taylor's Combined Inquiry and Mailing Sheet, a device designed to aid our readers in communicating with advertisers with the least trouble and expense.

It is well understood by all mail-order advertisers that one of the first difficulties that advertisers encounter is the natural antipathy of the average man to letter writing. Readers often see a catalogue or circular offered in an ad in which they would be interested; they intend sending for it, but delay doing so until the advertisement is entirely forgotten, and thus the advertiser loses a chance at a desirable customer.

This inquiry sheet (invented by Mr. D. L. Taylor, of the Frank B. White Company, Chicago) provides the reader with means of asking for every circular and catalogue advertised in the paper, without taking the trouble to write even one letter. The sheet contains an alphabetical list of all the advertisements. Readers are requested to tear out the sheet, sign their names in a place indicated for the purpose, check the names of those advertisers in whose goods they are interested, fold the sheet according to directions, affix a two-cent stamp in a place designated, so as to hold the folds in place, and the sheet is ready for mailing, being already addressed to the publisher.

The publisher, on receipt of the sheet, immediately forwards the name and address of the sender to such advertisers as are indicated.

We are using this sheet for the first time in the April issue of *Dairy and Creamery*, and already have received more than a sufficient number of inquiries to justify us in pronouncing it a good scheme. A majority of our advertisers have expressed themselves as well satisfied that it will increase their returns. With few exceptions the sheets returned to us bear evidence of coming from men who mean business. What do you think of it?

It is very ingenious, of course, but must apparently be quite a pecuniary strain on the publisher. The curiosity-seeker would welcome it, no doubt, if it were extended to all other periodicals, since it would enable him to bother all the advertisers in a publication for a single two-cent stamp. As to its real value, the Little Schoolmaster is content to remain an agnostic until experience supplies more facts on which to base an opinion.

From Maine to Manila

The circulation of THE SATURDAY EVENING POST is National.

It is not a news weekly, nor what is known as a weekly *paper*.

It is a weekly magazine. It is the nature of its contents that makes it a magazine, not a conventional shape. Its contents have made it a success. Frequency of issue has nothing to do with success or failure. Literary judgment and editorial ability will succeed in a daily, a weekly or a monthly. Lack of it is as sure a failure with a monthly as with a daily or a weekly.

THE SATURDAY EVENING POST has reached a circulation of 250,000 weekly because of its hold on its readers.

250,000 families who buy a periodical because they want to read it is worth to the advertiser more than half a million circulation bought only to be glanced at for its pictures, or on account of some premium.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

TRADE PAPER TOADYISM.

A solicitor of advertisements for a prominent trade paper thus writes to PRINTERS' INK:

The great drawback to soliciting advertising for a trade paper is that the advertiser expects too much in the way of concessions. From a newspaper or a magazine he would not think of asking favors for which he did not intend to pay. From the solicitor of a trade journal he does not scruple to ask, even to demand, puffs and free readers.

Most of the trade paper publishers are themselves responsible for this condition of affairs. Trade papers as a rule—especially at the outset of their careers—are far from wealthy, and an advertising patronage becomes an essential even for the first number. Consequently the publisher believes he cannot afford to be independent, and the advertiser generally knows it, and "works" him for all he is worth. The result is many contracts for advertising are drawn up which contain, in writing, the express stipulation that there shall be a number of free notices periodically given for which the advertiser is to pay nothing.

In the majority of instances the advertiser in a trade paper is hog-dish in his demands for notices. Any reputable publication—even of the higher class—will not object to giving an advertiser an honorable mention once in a while—say annually, in the case of a liberal advertiser; but the publisher of a trade journal must do this often or he is likely to lose the business. The result of this pernicious practice is that the write-ups of these advertisers have become nauseous on account of their flagrant flattery and monotonous sameness. This is generally the style adopted:

"Jones & Johnson are just putting out their new line of felt hats for the spring season and, as usual, they are without an equal. We confidently recommend our readers to write or call for samples and prices and they may be sure of getting the best of service from this well-known house."

That is a fair specimen, but maybe in that very issue or the next we will find another paragraph which reads:

"Smith & Jackson are now in the

market with their new spring styles in felt hats. In material, shape and workmanship these hats are positively without a rival in the trade. All dealers should make haste to handle these goods, which are sure sellers."

These are both samples of the "puff positive" and they are manifest falsehoods. Both manufacturers cannot be making the "best," without a rival in the market. Let the manufacturers say what they like in their advertisements and claim what points of excellence they may, but when it comes to asking the publisher to give what looks like an editorial opinion of the superiority of the hats it puts him in a compromising position.

There is scarcely a trade paper, however, that does not make a regular practice of this thing, extolling every advertiser as producing the best goods in his line. The publisher is handicapping himself and his solicitors by allowing his advertisers to manipulate him in this way. I question if the advertisers are doing any good for themselves in accepting notices of this character. It is obvious to any thinking person that where all are said to be "the best" there is room for doubt as to the value of any. Moreover, the general public and the retail dealer, in whatever line, now know that these puffs are not honest in their expression. They are simply an evidence of "toadyism" and are to-day recognized as such.

STEREOTYPED ADVERTISING EXPRESSIONS.



"AN OLD AND WELL-TRIED REMEDY FOR CHILDREN."

15,000 LINES.

In its issue of April 6th the New York *Evening Journal* contained a seven-column advertisement of the Manufacturers' Outlet Company of Providence, R. I. That a Providence dry goods concern should aim to secure New York trade seemed so unlikely that the Little Schoolmaster asked the *Journal* how large a contract it had with the Outlet people, to which it replied, 15,000 lines. PRINTERS' INK opines that the idea is not so much to secure metropolitan trade as the trade of the sections between Providence and New York in which the *Journal* circulates and for which its New England edition would be utilized did it publish such an edition. Still, in view of the cheapness of many of the articles listed, perhaps even New Yorkers may be induced to patronize a department store in a smaller town. In view of the situation, the following "introductory" by the Outlet Company possesses a certain interest:

When a concern doing business in Providence, R. I., talks to the public through the medium of a newspaper printed in New York, and proposes doing this not in an intermittent manner, but regularly from this time on, two facts must be pretty positive:

1st. That it has confidence in the newspaper used in this manner.

2nd. That it has confidence in its ability to present something to the public both original and worthy.

Both conclusions are correct. Just as the New York *Journal* in its early days under present ownership met with the hue and cry of "Yellow Journalism," uttered by those whose limited conceptions failed to appreciate true progressiveness, so the advent of the Outlet in Providence was the signal for a combined attempt on the part of then

powerful competitors to throttle the young concern, forcing all newspapers to refuse our business announcements and systematically striving in every way to block our pathway in Rhode Island's commercial field.

But—as Kipling says—that's another story. The history of the Outlet forcing its way to the front, growing in magnitude and power, and standing to-day a monument to enterprise and progressiveness, notwithstanding all opposition and the fact that even to-day the columns of the Providence *Journal* and *Bulletin* are closed to any Outlet advertising. All this would make interesting reading, which will appear in these columns in the near future.

To-day we're out to "Conquer new worlds," having fully demonstrated to the people of Rhode Island and vicinity the liberal profit-sharing policy and under-selling power of our establishment; we now propose proving conclusively to the public of New England generally—Taunton, Fall River, Boston, etc.—that it will amply repay them to come to Providence and trade at the Outlet.

To our readers at far away points we offer the advantages of our great Mail-Order Department, guaranteeing prices on standard merchandise from 35 to 50 per cent less than these same goods can be duplicated for in America to-day, quality for quality.

It will be of value to learn from the Outlet Company in the near future how their experiment has resulted; whether paying for considerable circulation apparently of little use has eaten up the profit of that part of the circulation which has produced profits; or whether the idea has been so successful that the concern, like another Alexander, will be in a position to weep because all worlds have been conquered.

A GUNNING ARGUMENT.

If you have \$50,000 appropriated for Chicago, to be spent in newspaper advertising, we claim that you can secure better results with \$35,000 by using \$25,000 in newspapers and \$10,000 in Gunning System Bulletins.—*Gunning System Circular*.

INDIANAPOLIS, April 9, 1900.

Publishers THE INDIANAPOLIS PRESS:

Your advertisements have been bringing us four times the returns we get from any other Indianapolis daily.

J. R. NORTON,

Manager Indianapolis Office, Committee on Distribution, Messages and Papers of the Presidents of the United States.

PERRY LUKENS, JR., Eastern Representative,
29 Tribune Building, New York,

ERS' INK from time to time were cut out, pasted on bristol board cards and ingeniously arranged in 25 books or suits of four cards each, every group appropriately named according to the predominating feature of the pictures, as "Weary Willie Series," "Personal Series," and so on. An additional card to represent the booby was also included and the cards distributed among the guests. The game was played by each person drawing one card at a time from the hand of his left-hand neighbor, and when a person secured the four cards comprising a book or suit, these cards were thrown out of the game. In this way the number of cards was gradually narrowed down and finally all were "booked" with the exception of the booby card which was held by a person unable to get rid of it. The drawing of the cards and passing from one to the other gave opportunity for the guests to read and appreciate the many good points contained in these.

INDIVIDUALITY.

Shut your eyes and see if you can't see with your mind's eye a Pearline advertisement.

Or a Royal Baking Powder advertisement of the olden time.

Or an Ivory Soap advertisement of to-day.

Or, let me say "typewriter" to you and then see if you haven't a mental picture of a Remington machine.

Just can't help it, can you?

That's individuality in advertising.

In other words, these advertisers have so stamped their business on your minds that you can call up the form and oftentimes the language of their advertisements.

What a mint of money such a state of things is worth to the advertiser!—*Profitable Advertising.*

EXPENSIVE RAILROAD ADVERTISING.

"The railroad companies are going more and more into expensive forms of special advertising," said an official of one of the big lines running into New Orleans. "This doesn't mean that the old-fashioned folder is being discarded; on the contrary, more of them are printed than ever, but a special effort is being made to reach the upper class of travelers by means of booklets so handsome and novel that they are apt to be preserved for their own sake. Some of the Northern lines have issued little pamphlets that cost as much as ten and twelve cents apiece. The editions are necessarily limited to a few thousand, and they are sent to selected addresses obtained from the swellest tourist agencies. As a rule, they describe some resort or place of peculiar interest, and the texts and illustrations are prepared by the best specialists. The specimens I have seen compare favorably with the finest magazine work, and the only advertising visible anywhere was a line or two in small type on the back page. In the old days that would have been regarded as an insane waste of money, but the modern way is to gently insinuate an idea into a man's head by force of reiteration rather than by knocking him down with a club. The theory is that he will keep the little book, and by referring to it frequently will become unconsciously impressed by the fact that the What d'ye call 'em line is the one to travel over. It is pretty well agreed among railroad men nowadays that the chief value of the folder is the map, and the amount of money spent annually on that detail is amazing. The life of a map is not over twelve months. It has to be changed to keep up with new towns and connections."—*New Orleans Times-Democrat.*

THREE-COLOR COMPANIES.

The leading three-color companies in the country are the American Three-Color Company, Chicago Colortype Company and Osgood Art Colortype Company, all of this city.—*Advertising Experience, Chicago.*

THE man who makes a noise when times are quiet is always somewhere in the vicinity of the band-wagon when the procession starts.—*Minneapolis (Minn.) Times.*

**AT THIS OFFICE,
10 SPRUCE ST.,
NEW YORK,
THE GEO. P. ROWELL
ADVERTISING
AGENCY**

KEEPS ON FILE
the leading Daily and Weekly Papers
and Monthly Magazines;
is authorized to
RECEIVE AND FORWARD
ADVERTISEMENTS
at the same rate demanded by the
publishers, and is at all times
ready to exhibit copies
and quote prices.

POST CHEQUE LEGISLATION.

The New York *Evening Telegram* gives the following clear account of the bill introduced into Congress authorizing the issue of fractional paper money, for the success of which the Association of American Advertisers is working so energetically: If a bill recently introduced in both branches of Congress at Washington, through the efforts of the Association of American Advertisers, becomes a law, and its supporters have great confidence that it will, this country will have in circulation \$50,000,000 worth of paper money different from any kind ever seen here. The proposed issue is to be in bills of the denomination of 5, 10, 15, 25 and 50 cents, and \$1, \$2 and \$5.

These bills are to be printed in the highest style of art employed in the Bureau of Engraving and Printing and will pass from hand to hand in the ordinary business transactions of the day. But besides performing the same duty as money now in circulation, these bills can quickly be transformed into a personal check on the United States government, which can be made payable to any person.

If a person wishes to send a small amount of money through the mail, say fifty cents, to subscribe for a magazine, all he will have to do will be to take a fifty-cent bill, write on its face the name of the person or firm he wishes to pay, the city and State, and, affixing a penny stamp in the space indicated, sign his name so that the signature crosses and cancels the stamp.

The bills of less than a dollar will be about four inches by two in size, and those of larger denomination will be the same size as the paper money now in circulation. On each bill lines and spaces will be provided for the writing necessary to change them into government checks.

When these lines are written on, the bill ceases to become money, and can be collected only by the person to whose order it is made, and that person must be

identified. The cheque may be collected at the postoffice or if the plans of those behind the bill are realized, through any bank.

A person at any rate will be saved the trouble of going to the postoffice to obtain a postal order and the expense to him will be less, for it is proposed to place a one-cent stamp on the bills of less than one dollar and a two-cent stamp on the larger denominations. When the check has been paid the canceled bill will be returned to the Bureau of Engraving and Printing and reissued.

This, it is argued, will keep nothing but clean, new bills in circulation, as the old ones will constantly be finding their way back to Washington. It is proposed in connection with the plan to reissue all the \$1, \$2 and \$5 government notes now in existence, including greenbacks, treasury notes or silver certificates, in the form of "Post Cheques" of the same denomination.

When money is changed into a cheque it will be useless to any one but the payee. The lack of convenience in sending small amounts through the mails has long been felt by firms that do a large mail order business, so the supporters of the law declare, and business has been greatly hampered.

It is argued that the cheque money system will entirely remedy this trouble. If it is adopted the present money order business, within the boundaries of the country at least, will be greatly decreased. This will not subject the government to any loss, it is alleged, because the additional sale of stamps will more than equal the present net profits from the money order business.

In Washington the bill is known as "Senate Bill No. 3,643 and House Bill No. 9,632." The Association of the American Advertisers, the office of which is at No. 1829 Park Row Building, is doing everything in its power to legitimately influence Senators and Representatives to favor the bill and a letter has already been sent to Senator Platt. Persons to whom circulars are being sent are asked to write to the Senator and Representative of their dis-

trict and ask their influence in support of the bill. It is expected the bill will soon be reported.

No organized opposition to the bill has developed, and it is alleged that First Assistant Postmaster General Perry S. Heath favors it, but some of the banks and express companies are expected to work against it.

The only objection to the post cheque that occurs to the Little Schoolmaster's mind is this: The post cheques will be used as money in most cases before they are made individual checks on the government; being so used, they will become crumpled and filthy, as all paper money eventually becomes; in such a condition it will be difficult, if at all possible, to write on them. How this contingency is to be obviated has not been made apparent.

THROUGH TIMIDITY.

Where there is one man who fails in business through audacity, there are ten who fail in business through timidity and over-caution.—*National Printer-Journalist*.

The simplest style is the best style in advertising.

ADVERTISING FOR WIVES.

The earliest English advertisement for a wife seems to have been published in a newspaper in the year 1695. John Haughton, an apothecary and dealer in tea, coffee and chocolate, who has been styled the father of English advertising, began in 1662 to issue weekly a kind of trade newspaper, which he called *A Collection for the Improvement of Husbandry and Trade*. Advertisements were not at first inserted, but after a time they became a great feature of the collection. In the issue of July 19, 1665, appeared the following: "A gentleman about thirty years of age, that says he has a very good estate, would willingly match himself to some young gentlewoman that has a fortune of £3,000 or thereabout, and he will make a settlement to content." This advertisement is evidently written by the editor himself. It continues: "When it shall appear that I am candid, and not otherwise concerned than in bringing two elderly persons to a treaty, and the nine days' wonder and laughter usually attending new things are over—tis probable such advertisements may prove very useful." As these advertisements were at first regarded as jokes, Haughton several times inserted notices in his paper to the effect that they were quite genuine, and that he would answer for the parties. In a short time the number of matrimonial advertisements increased considerably, and in an issue later on in the same year notice is given of "several men and women whose friends would gladly see them matched."—*Pearson's Weekly*.

PANTASOTE

EXACTLY RESEMBLES MOROCCO LEATHER BUT COSTS HALF AS MUCH

Unequaled for Library, Dining Room, Club Room and Office Furniture

This handsome material does not crack, peel or rot; never moulds; never gets sticky; will not burn; defaces with difficulty; is always handsome.

Tested for six years by leading Furniture Makers, Carriage and Yacht Builders, Steamship and Railway Lines, with unqualified success.

Received Highest Award at the recent National Export Exposition in Philadelphia

Enough to cover a chair seat sent for 25 cents in stamps

Free Sample 15 x 6 inches, sent for 2 cent stamp and your upholsterer's address.

CAUTION! There are worthless imitations. Genuine has "Pantasote" stamped on the goods.

PANTASOTE CO., 29 BROADWAY, DEPT. J, NEW YORK CITY



CERTAIN QUESTIONS ARISE IN THE READER'S MIND WHEN READING THIS ANNOUNCEMENT. FOR INSTANCE: DO YOU BUY PANTASOTE OR CAN YOU GO INTO A FURNITURE STORE AND BUY READY-MADE FURNITURE IN WHOSE PRODUCTION PANTASOTE HAS BEEN USED? OR CAN YOU HAVE PANTASOTE ONLY WHEN YOUR FURNITURE IS MADE TO ORDER? THESE QUESTIONS APPEAR SUFFICIENTLY VITAL TO DESERVE ATTENTION

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

COMPARISONS are odious, but interesting.

WHAT hat can give more than satisfaction?

THINKING men think under "S. & R." hats.

MORE for a dollar than a dollar will buy elsewhere.

WE can gratify your taste without drawing too heavily on your purse.

NOR this shape or that shape in particular, but every shape that's shapely.

THESE will give satisfaction from the time you buy them till they are threadbare.

IF you can do better elsewhere do not come here. But you can't. Come and let us prove it.

YOU are never asked to buy at Wanamaker's, but the silent eloquence of the goods we cannot repress.

GOOD clothing, properly tailored, is worth a fair price any time. The other kind is not worth any price at any time.

WE don't think you'll find a store in town where they put more style or honest tie value in 50 cents than we do here.

"DAINTY," "sweet," "cunning," "jaunty." No, we don't say it—we let the ladies and the suits speak for themselves.

NOR a high-priced store, but one where for a fair price you get a full measure of value, heaped up and running over.

WE have enough complimentary testimony to the superiority of our shirts to make a patent medicine man green with envy.

OR course it costs attention to keep your apparel above criticism, but men who have made a success in life will tell you it pays.

IT's always a temptation to the fair sex to turn their heads to get another look at the style which Plymouth clothing gives to a man.

TWENTY-SIX years of business experience have helped us a lot. We don't know how to make better clothing than we are now making.

WE are never undersold—never. That's the crystallization—the essence—the sum of the specific elements which sustain our leadership.

COMPILE all the clever exaggerations bestowed upon competing goods by sanguine advertisers and you'll have the simple truth about ours.

IF you want people to know you paid \$40 for that suit you will have to wear a tag on it when in company with our suits costing \$15 to \$25.

YOU want a hat that suits you—that looks as if the maker had you in mind when he made it. We have it; come in and let us show it to you.

NOR too high and not too low—but just an honest, conscientious price—

one that we can afford to do business on and make a little besides.

CLOTHING that has had the magic touch of artists in the cutting room—skilled men who have made the grace and charm of dress a life study.

NO bicycle was ever more properly named than the Monarch. The sovereign among bicycles, its strength, endurance and speed remain unsurpassed.

WE purchased too generously and must abide the consequence—which means we have decided to accept our losses philosophically—prices yield to the inevitable.

WE don't care what they are worth or what they cost. They are broken lots and odd sizes, and we don't keep that sort of clothing a minute longer than necessary.

NO matter where you have been, you will find that our stores are different. The difference lies in the foundation stone of our business. That stone is: Satisfaction at any cost.

IT is a frank store. We make no pretense of not being mercenary. We are thinking of your pocketbook—how we can take from it what we want (your money); how we can give you in place of your money something that will bring us what we want more—your confidence, your trade. We make our store as attractive as possible for this very purpose. We try to put as much persuasion into the papers as exists in the goods and prices; and the reason that our store is not doing even more business is that our advertising is not good enough.

LAPSES.

I think business men generally do not pay enough attention to holding the customers that they have already secured. Their energies are devoted to getting new people into the store all the time, and when that is accomplished they consider their advertising effort well ended. "Lapses" are a great drain on a business.—*Hardware Reporter.*

SAME HERE!

A paragraph in Wanamaker's Philadelphia ad of April 10th reads:

"What do you get when you buy \$4 hats at other stores? Stuck. Same here for \$3.50."

STEREOTYPED ADVERTISING EXPRESSIONS.



"AT ALL DRUGGISTS."

IT IS ATTRACTIVE.

MR. VERNON, O., April 11, 1900.
Editor of PRINTERS' INK:
We inclose a copy of an advertise-

Your Eyes

serve you through all
your waking hours.

It is Very Important

that these servants shall
be relieved of all

Unnecessary Strain

due to errors of refraction
before the nervous system

Resists the Tax.

We fit glasses to relieve
all eye strain. Let us fit
you.

Young & Clark,

102 South Main St.,
WARD'S BLOCK.

ment we have been running in a daily that we may know your opinion through PRINTERS' INK of the thought, diction and typography contained. We have been reading your journal—PRINTERS' INK—for some time and find it to be a very great help to us in preparing an advertisement. Surely no merchant can afford to be without it any more than he can afford to be without his trade journal. We are,

Yours truly, YOUNG & CLARK.

OLD TIME COMICS.

NEW YORK April 11, 1900.
Editor of PRINTERS' INK:

In your issue of to-day you ask if any of the readers of PRINTERS' INK know of *Yankee Doodle*, published in this city many years ago. I have a bound volume of *Yankee Doodle*, dated 1846, published by Wm. H. Graham, at 160 Nassau street. Also a volume of *Young America*, which changed its name to *Yankee Doodle* with its second volume. This was published by T. W. Strong, 98 Nassau street, in 1856. I also have a bound volume of the *Pica-yune*, published in 1857, at 22 Spruce street. These were the comics of that period, are very similar in style and their contents are still in use at the present day. Many a joke or piece of witicism doing service in current publications may be traced back to these relics—how much further back I haven't the means at hand to judge.

Yours truly, J. KAHRS.

MR. CROSBY'S GRAMMAR.

Office of
THE N. K. FAIRBANK COMPANY.
CHICAGO, April 14, 1900.

Editor of PRINTERS' INK:

In PRINTERS' INK of April 11th, on page 20, appears a short letter, entitled, "A Plea for English," signed by Ernst S. Jaros, in which this person criticises a Gold Dust Washing Powder card, at present in the cars of the New York elevated. With all respect to Mr. Jaros, the writer lays claim to a fair knowledge of the correct use of English, and notwithstanding the criticism, no apology is made for the expression in our Gold Dust card to which exception is taken. The expression "cleans easy" was used advisedly, for the simple reason that it is more expressive and euphonious than the technically correct one "cleans easily." The writer ventures to say that ninety-nine housewives out of a hundred, would say, "Gold Dust Washing Powder cleans easy." To the housewives we are appealing. For the sake of terseness and strength in an advertisement one is oftentimes compelled to be ungrammatical and to talk to your prospective customers in language that they will fully understand and comprehend. This is especially true in a street car card, where lack of space forbids any lengthy argument. If Mr. Jaros will notice our Fairy Soap cards in the New York elevated cars he will find that we are using testimonials from well-known women and say that "Mrs. Senator" so and so says, etc. Now, it is really ungrammatical and not elegant English to say "Mrs. Senator Jones," and it would be much more correct to say "Mrs. Jones, wife of Senator Jones," but there is no one but will admit that "Mrs. Senator Jones" is more expressive and answers the purpose much better. Every one understands what is meant and intended.

Yours very truly,
THE N. K. FAIRBANK COMPANY.
T. W. Crosby, Advertising Mgr.

THE BEST HELP.

MAROA, Ill., April 16, 1900.

Editor of PRINTERS' INK:

Have you people any other journal for adwriting that is just as good or better than your PRINTERS' INK? I want to learn how to write ads, and want to get hold of something that will show me some good illustrations and all about how to write up a good, attractive ad.

Yours very respectfully,
W. R. BIDDLE.

We publish no other journal devoted to advertising aside from PRINTERS' INK: all our efforts are concentrated to making it the best journal and help of its kind. A year's reading gives the subscriber the views of the most successful advertisers, advertising agents and advertisement writers, examples of the best and the worst advertisements, telling him why they are good or bad, and intelligent criticism of business methods in vogue. And all it costs is five dollars for fifty-two issues.—[EDITOR PRINTERS' INK.]

ADOPT a trade-mark that will make a comparatively small ad conspicuous.

THINKS IT STRIKING.

TORONTO, Can., April 11, 1900.

Editor of PRINTERS' INK:

Being a reader of your valuable paper and knowing that you are always



on the lookout for striking ads, I am inclosing one which strikes me as first-class. Yours very truly,

F. FORREST, 8 Maitland Place.

DIDN'T IMPRESS US MUCH.

Office of
"THE DENVER TIMES."
DENVER, Col., April 9, 1900.

Editor of PRINTERS' INK:

Inclosed please find a page from the *Sunday Times*. I wish to call your attention to the Jefferay advertisement, which I consider a work of art. We took the window cards of this concern and made half-tones from them, reducing them down, of course, and use them both in our Sunday and daily. I wish to ask through your columns if you do not consider this style of advertising very effective, considering the fact that it is difficult at best to interest men in reading advertising. Yours sincerely,

THE TIMES-SUN PUB. CO.
F. I. Carruthers, Mgr.

HOUSTON AND DALLAS.

ST. LOUIS, Mo., April 13, 1900.

Editor of PRINTERS' INK:

Will you kindly tell us which has largest circulation and how many: *Houston Daily Post*, Houston, Texas; *Dallas News*, Dallas, Texas?

Respectfully, B. M. RICH.

The March, 1900, issue of the American Newspaper Directory gives the circulation of the *Houston Post* (daily and Sunday) as having averaged 12,010 in 1899. The circulation of the *Dallas News* is kept a mystery by its publishers; the American Newspaper Directory rates this newspaper G, which means that in the opinion of the editor of the Directory the number of the copies it prints exceeds 4,000. Its circulation probably does not come at all near to that of the *Houston Post*.—[Ed. P. I.]

JUVENILE PUBLICATIONS.

WELLESLEY FARMS, Mass., April 12.

Editor of PRINTERS' INK:

Will you kindly inform me where I can obtain a list of advertising mediums which will be suitable to advertise an article for sale to children (mail orders)? Yours respectfully,

RELIABLE SUPPLY & PUB. CO.

On page 1339 of the American Newspaper Directory for March, 1900, issued by the publishers of PRINTERS' INK, price \$5, there is a list of juvenile publications having a circulation of 1,000 copies and over per issue.—[Ed. P. I.]

"HOUSE ORGANS" WANTED.

Office of
WATER AND LIGHT DEPARTMENTS,
DANVILLE, Va., April 16, 1900.

Editor of PRINTERS' INK:

Will you kindly give me the names and addresses of six or seven trade journals that are published in the interest of individual firms. Thanking you in advance, I am,

Yours truly, G. P. TALBOTT.

JUXTAPOSITION.

BRIDGEPORT, Conn., April 9, 1900.

Editor of PRINTERS' INK:

How does the inclosed strike you? Looks as if Gold Dust was a pretty good

WASHING DISHES

A quantity of dishes (unlike the average housewife's) after all the labor have done. There are gray spots, too, and hard to get clean with soap and water. The best, easiest, quickest and cheapest way to wash dishes is to use a little **GOLD DUST** WASHING POWDER. It gets the dishes clean. It gets the spots away. It gets the grease and fat off. It leaves the dishes clean and sparkling. It is made easier by the great number of uses it has. It is the best of all.

For greatest economy use large packages.

THE N. K. FAIRBANK COMPANY
Chicago St. Louis New York Boston

SURE CURE!
Wall's Corn Salve
NO POISON!
Relief in One Night!
A lady writes "May God bless you for the relief it has given me."
15c A BOX
AT ALL DRUG STORES.

"foot-ease." This clipping has a right to a conspicuous position in your "freak" gallery. Yours very truly,

WILBUR M. WAITE.

WHERE ADVERTISING ENDS.

It is unreasonable to expect your advertising to work alone and unassisted. It is merely the mouth-piece of your business. It speaks for you to people you cannot reach in any other way. You can make it say the same things you would say were you talking to them in person. You can make your appeal so attractive, interesting and effective that you can draw the people to your store. But if you don't hold up your end there your advertising will be an expense—not the investment it ought to be.—*Milwaukee (Wis.) Journal.*

NOTES.

It is reported that the W. A. Barritt Company, 54 West 23rd street, manufacturers and dealers in hair goods, will do extensive magazine advertising during the coming season.

THE International Advertisers' Exhibition, which will make a special feature of posters, is to be held from April 28th to May 26th, at the Crystal Palace, London, under the auspices of the Crystal Palace Company.

FOR several years the Philadelphia Record has used the first page of PRINTERS' INK. The first Philadelphia paper that naturally comes into one's mind is the Record. Advertising in a trade paper did it.—*The Adviser*, April, 1909.

BERLIN, April 16.—Dr. Mueller-Meiningen, a member of the Centrist party, has introduced a bill in the Reichstag which forbids the publication of pictorial corset advertisements that display the female figure.—*N. Y. Evening Journal*.

THE Easter number of the Springfield (Ohio) Daily Press contained over one hundred columns of advertising matter. It was printed in five colors and is asserted to have been one of the most successful editions ever printed in Springfield.

A CIRCULATION statement received since the publication of the March issue of the American Newspaper Directory from the *Deseret News*, of Salt Lake City, indicates that its daily average for a year ending with February, 1900, has been 3,531 copies per issue.

A WRITER in *Fame* (New York) for March suggests that hotels and restaurants should advertise the specialties of their cuisine, since each hotel and restaurant usually excels in the preparation of one article or line of food. At present only "Parker House Rolls" enjoy this distinction.

THE Court of Appeals of Louisiana, yesterday, Judge I. D. Moore being the organ of that tribunal, decided that judicial advertisements, when printed on Sunday, lose their legal and authoritative effect, and are no more than if they had never been printed.—*New Orleans (La.) Picayune*, April 11.

FIFTEEN dollars per day will maintain in Chicago fifty artistic and powerful bulletins, each having a surface of nearly three hundred square feet. They would be located at points of greatest advantage for advertising your goods. More than five hundred locations would be open to your selection.—*Gunning System Circular*.

As an indication of how advertising helps an author to sell his wares, Mr. W. I. Goodspeed tells the Little Schoolmaster that it took him but seventeen minutes to sell to Mr. Foster Coates of the New York *Evening World* a serial story by the Rev. Mr. Sheldon. As a five minutes' interruption was included in the seventeen minutes, it involved only a talk of twelve minutes.

NEWSPAPERS of fifty years ago were

edited chiefly with a pair of shears and with paste. The business of news-gathering was in its infancy. The word "telegram" was not coined then, even. Display heads were restricted chiefly to the words, "By Telegraph." William W. Holden, then editor of the Raleigh (N. C.) *Standard*, and late governor of the State, objected seriously to the preposition "by," and while in no sense acquainted with the Greek, coined the word telegram, which was adopted instantly. This was about the year 1856.—*Newspaper Maker*, April 12.

An important bill affecting advertisers and publishers was introduced in the house by Mr. Hanes. It makes publishers of newspapers and magazines responsible for their advertisements. No paper or magazine can be sold if it contains an advertisement which the publisher does not know to be all that it represents itself to be. An advertiser who does not satisfy a customer that he has carried out all his advertisement says would be subject to a heavy fine. No advertisement must reflect upon any citizen of Ohio. If it does, the advertiser can be imprisoned or fined, or both.—*Hamilton (Ohio) Democrat*.

In its house organ, *Tape and Square*, the Twentieth Century Woolen Company, has this to say: The Twentieth Century Woolen Company is in receipt of frequent requests from its customers for hints on advertising, and while the best talent we have is always at the service of our patrons, we believe it would be profitable for tailors using the columns of their local papers to subscribe for PRINTERS' INK, 10 Spruce street, New York, a weekly publication which is admittedly the best authority in the United States on all matters relating, not only to advertising, but the promotion of business interests as well.

THE Siegel-Cooper Company of New York sends letters from Paris to their New York customers stating that after a two months' study of foreign fashions in Paris and London their millinery experts have sailed for home; that original creations by Camille Roger, Virot, Paul Virot and Berthe, Jose, Esther Mayer, Carlier, Linn Faulkner, Heitz Boyer and others have been brought to New York in great variety and that they have imported all the needed materials to duplicate these costly hats and will reproduce them at prices ranging from \$10 to \$15, warranting their work to be fully equal to the original models costing from \$40 to \$75 each.

THE case of C. I. Hood, of Lowell, Mass., manufacturer of Hood's Sarsaparilla, who brought suit against Dr. J. C. Hood, of Louisville, Ky., against the infringement of his trade-mark, etc., came up and was argued before Judge Evans in the United States Court recently. The court ordered an injunction, restraining the defendant from selling or supplying for sale any preparation under the name of Hood's Sarsaparilla, Dr. Hood's Sarsaparilla, J. C. Hood's Sarsaparilla or Dr. J. C. Hood's Sarsaparilla generally and also

from making use of the word Hood's with or without any prefixes or initials upon wrappers, bottles or labels as the name of sarsaparilla, except the sarsaparilla of plaintiff.

"THERE seems to be a pretty generally expressed opinion," says PRINTERS' INK, "that the circulation of religious weeklies is on the decline." A careful investigation fails to substantiate this belief to any considerable extent. On the whole it may be concluded that the religious periodical press is holding its own rather better than the ordinary weekly. The two religious weeklies having the largest circulation are *Christian Herald* (Talmage's paper), 268,500, and *Sunday School Times* (Philadelphia), 148,103, with *Sabbath Reading* (New York) a good third at 109,040 average. There are 300 Christian weeklies with a circulation of over 1,000, many of them running up to 40,000 to 50,000.—*Grand Rapids (Mich.) Press*.

MISS BESSIE SHIRLEY, of Salt Lake City, is 19 years old and pretty. In addition she is the first woman in the country to own and edit a mining journal. After looking over the field in the Mormon capital she made up her mind that the men who worked the rich mines of that region of the country needed a journal of their own, which she immediately proceeded to start. In the interests of her paper Miss Shirley makes regular weekly trips to the principal mining centers, and is said to enjoy the confidence of the miners to a remarkable extent. She makes it a point to explore the new mines opened in her territory and declares that she thoroughly enjoys her journeys made hundreds of feet beneath the surface of the earth. Her paper is successful from a financial standpoint, and is said to have considerable influence in mining circles.—*National Advertiser*.

THE latest issue of the *Montreal Pharmaceutical Journal* contains a report of an address delivered by Henry Miles before the St. James Literary Society, presumably of the same city, on March 22d, on "Commercial Education." Mr. Miles sets forth the necessity of educating boys for business in the same manner as they are educated for the professions. Instead of sending them forth at fifteen years of age, he would devote three years to teaching them facts of future value to them. The boy who becomes a minister, he argues, does not start by cleaning pews, or the boy who goes into law by scrubbing an attorney's office; why, then, must the lad who enters into commercial pursuits waste time in menial duties? Among the studies advocated as being of value to business men are history, practical finance, exchange, banking, bookkeeping, accounting, public speaking, facts of commerce and geography and commercial law. Mr. Miles makes a far better "case" than this brief note would indicate.

EDWIN PALMER, associate manager of the Palmer House, is recovering from a nervous shock he received Saturday, which had its origin in an ingenious advertisement of an Eastern brewing firm. Thursday he received a letter

from the firm informing him a car load of beer had been forwarded to his address at the Palmer House. Mr. Palmer read the letter several times and concluded the brewery had made a mistake. He inquired of every one in the office whether an order for such a large quantity of liquid refreshments had been given to any one, but could find no verification of the order. Feeling positive some mistake had been made, he wrote to the Eastern concern that he had not ordered beer from any one, and least of all had he purchased a car load of the drink. The reply to his communication was a telegram, which read as follows: "Car of beer gone ahead. Shipment cannot be stopped, and beer is left subject to your order." Mr. Palmer was excited. He wondered what he would do with so much beer and hardly closed his eyes that night, trying to find some solution of the puzzle. The solution came Saturday morning in the form of an express package addressed to him which contained a miniature railroad box car and in it was concealed a bottle of beer.—*Chicago (Ill.) Chronicle*.

LOGIC.

Somebody, and a great many somebodies, too, at that, although not everybody, must see and read the ads, otherwise there would not be that increase in demand for advertised articles.—*Fame, New York*.

STEREOTYPED ADVERTISING EXPRESSIONS.



"SOLD EVERYWHERE."

CIRCUS POSTERS.

The superintendent of the advertising car gives each man so many "sheets" in the morning, and the man at night hands in a statement which is supposed to show where and how he has placed the paper. These brigades are followed by "watchers," or "spotters." But the impossibility of detecting all crooked work may be understood when I say that from eight to twelve wagons containing billposters and paper start out on country routes in as many different directions, so the "spotter," not being ubiquitous, can not follow every trail. One of my "spotters," however, did once ascertain that a party of my men had driven into the country and dozed comfortably in the shade all day, and had not put up any paper and had not fed the hired horses, although they did not forget to charge for the "feeds." The printing bills of the first-class show are enormous. My lithograph bill alone the last successful season of my show, amounted to \$40,000, and this was before the days of extensive lithographing. I believe I ordered the first three-sheet lithographing ever made and also the first ten-sheet lithograph. This was considered a piece of foolishness; but when I ordered a hundred-sheet bill and first used it in Brooklyn it was considered such a curiosity that show people visited the City of Churches for the express purpose of looking at this advertising marvel. I can remember when one-sheet lithographs cost one dollar each, and for several years later they could not be bought for less than fifty to seventy-five cents apiece. They can be had now in large quantities for about five cents or less the sheet.

The circus of the present day is judged by its paper. One season I arranged with a publisher to use a folded quarter sheet, three sides of which advertised our show and the fourth side contained the first chapter of a story about to be published in his magazine. These were furnished to us in enormous quantities, and our agents distributed them. In Boston we had four four-horse wagons full, and these followed our parade. The men tossed the folders high in the air, and the wind carried them in all directions. While this style of advertising surprised the people, it was soon stopped by city ordinance. I think circus people would be better off if ordinances were passed wholly prohibiting billposting; but unfortunately such a movement would go far toward breaking up a profitable industry. I believe Mr. Seth B. Howes, the veteran circus manager, was the first one to order a billboard made of paste paper on the outside. Previous to this all bills were hung or fastened with tacks.—*Saturday Evening Post.*

"It seems to me," said the magazine editor, condescending to point out some of the flaws in the literary style of the contributor, "you use a faulty figure of speech when you speak of a 'brave old hearthstone.' How can a hearthstone be brave?"

"Well, sir," said the contributor, "the one I am writing about has been under fire for nearly forty years without flinching."—*Chicago (Ill.) Tribune.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

LITHO TYPE MACHINIST OPERATOR wants situation in Illinois, Iowa or Minnesota about May 15th. Address "W. E." care Printers' Ink.

SUCCESSFUL special agent can handle one more publication for N. Y. district. Trade journal preferred. MORELL, 82 Duane St., N. Y.

YOUNG MAN (31), seventeen years with a prominent New York office, desires position in newspaper office. Highest references. Address "DOWLING," care Printers' Ink.

FOR SALE—I desire to sell my lease of a booming Democratic paper—only paper in town of 1,000. \$50 per month clear. \$150 cash buys the lease. Address "XENOPHEN," Printers' Ink.

FIRST-CLASS WEB PRESSMAN AND STEREOTYPYER wants position, Scott, Potter or Hoe presses. Now operating Potter press. Good on newspaper half-tones. "W. H. S.," Printers' Ink.

TYPESETTING OR LITHO TYPE COMPOSITION of weekly paper desired. Experienced men. Moderate prices. Highest references. Address THE HOMOTYPE CO., 51 Frankfort St., N. Y.

WANTED—Foreman for job department of newspaper office. References required as to habits and ability. Must have experience in buying stock and estimating on job work. Address GREENSBORO P. B. CO., Greensboro, N. C.

CITY EDITOR, 14 years' experience, wishes to change position. Is now doing acceptable editorial work, in addition to regular duties; can write and arrange ads; thorough knowledge of mechanical department; owns Century typewriter. "MAZURE," Printers' Ink.

ORDERS for 5 line advertisements 1 week \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

ADVERTISING SPECIALTIES.

A D-PAPER WALLETS. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

BOOKS.

SEND for booklet on Railway-Station Advertising. Maximum publicity—minimum cost. PHILA. & READING RAILWAY CO., Charles A. Klink, Advertising Agent, Reading Terminal, Phila.

NEWSPAPER INFORMATION.

FOR latest newspaper information see the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

STOCK CUTS.

BEST collection 1/2-tone and line cuts for ad'g and booklets in world. Cat. 25c. (refunded) SPATULA CO., Boston.

STOCK CUTS for advertising, 25 cents. Send stamp for catalogue. COMMERCIAL CUT CO., 108 Fulton St., New York.

MAILING MACHINES.

THE BEST, a labeler, 700 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

PRESS CLIPPINGS.

THE MANHATTAN PRESS CLIPPINGS, Arthur Cassot, Manager, 3 West 14th St., New York. Trade journals. Personal items. Ads a specialty.

NEWSPAPERS FOR SALE.

INDEPENDENT DAILY PAPER, making \$9,000 per year for owner. Fine plant and building. Gross business, \$40,000. Leading paper in prosperous district. "INDEPENDENT," care F. I.

DAILY PAPER within 50 miles of New York. Purchaser must have \$20,000 and references. Business and location excellent. Owner can easily make \$6,500 per year. "N. Y.," care F. I.

HALF-TONES.

HALF-TONE, 10c. an inch; minimum \$1.00. Zinc-4cc. one col. portraits; outline \$1.10, half shade \$1.25, full shade \$1.75. Cash must accompany order. ART ENGRAVING CO., Washington, D. C.

NEWSPAPER PORTRAITS, line or half-tone, 1 single column, \$1.00 each. Best quality; prompt delivery. Write for circular—it may interest you. INTERNATIONAL ENGRAVING CO., 1520 1522 Market St., Philadelphia, Pa.

ADVERTISING NOVELTIES.

TRICYCLE wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N. J.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. BROWN & BIGELOW, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6-inch gas plyers. GEO. W. BARTLETT, patentee, 134 E. Van Buren St., Chicago.

FOR SALE.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages, cheap; \$1,000. Now in daily use on THE ENTERPRISE, Brockton, Mass.

ONE million or more original letters from '95, '96, '97, '98, and '99. Will be sold in lots to suit the purchaser. They have never been copied or used. Let me know the quantity you want and I will make the price all right. Will sell for cash only. Address H. A. GRIPP, German Artist, Tyrone, Penn.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C. is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, lin type machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 per cent. dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,653 weekly, among wealthy ranchers; growing rapidly; 6c. agate line; no medicine ads.

HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue. Three hundred regular advertisers. DANIEL T. MALLETT, Publisher, Broadway and Murray St., New York City.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertising and pay it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 350 inches; 20 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

THE HOME MAGAZINE, OF NEW YORK, is in its thirteenth volume, having been started as the Commercial Travelers' Home Magazine. A year ago the name was changed to the HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation is now 50,000 copies, actually, of which about 31,500 are regular subscribers and the balance news-stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$60 per page net, half and quarter pages pro rata, or 40 cents per agate line.

We want your business because our circulation will bring you results. We are always ready to give any details to possible customers. Will you try us? THE HOME MAGAZINE, 93 99 Nassau St., N. Y. City.

WEEKLY PAPERS FOR SALE.

IN CENTRAL NEW YORK. Making \$3,300 yearly. Fine plant, worth \$6,500. Rich country. Price, \$5,000. A bargain. E. P. HARRIS, 150 Nassau St., New York.

IN MAINE. In growing town. Exclusive field. Large circulation, good plant and profits. Price, \$3,800 for control. E. P. HARRIS, 150 Nassau St., New York.

IN ILLINOIS. For \$1,500, a paper doing \$2,500 business at profit of \$1,000 at least. Easy terms. E. P. HARRIS, 150 Nassau St., New York.

IN NEW YORK, in township of 6,700. Clearing \$2,300 per year. Good plant; excellent standing. Price, \$5,000. Reasonable terms. E. P. HARRIS, 150 Nassau St., New York.

IN CONNECTICUT. No competition within ten miles. Business, \$2,500. Plant worth \$5,000. Price, \$2,000. E. P. HARRIS, 150 Nassau St., N. Y.

DAILY NEWSPAPERS FOR SALE.

IN NEW YORK, Democratic daily. Bargain, for \$2,800, a paper making \$1,600 in an undeveloped state. Must be bought immediately, \$1,000 or more cash necessary. E. P. HARRIS, 150 Nassau St., New York.

IN MISSOURI. Making owner \$5,800. Plant, \$5,000. Fine chance for industrious man. City of 20,000. Price, \$10,000—half cash. E. P. HARRIS, 150 Nassau St., New York.

IN NEW YORK. Business, \$40,000. Profits, \$6,500. Price, \$30,000. Democratic. E. P. HARRIS, 150 Nassau St., New York.

IN NORTH CAROLINA, clearing \$2,000 yearly and not developed. Good plant, \$3,000. Price, \$3,500. E. P. HARRIS, 150 Nassau St., New York.

IN MINNESOTA, clearing \$3,500 and upwards. Good plant and business. \$4,000 necessary. E. P. HARRIS, 150 Nassau St., New York.

IN CUBA. Successful American paper; plant worth \$8,000. Fine prospects; \$5,000 cash necessary. E. P. HARRIS, 150 Nassau St., N. Y.

IN MICHIGAN, clearing \$3,500. Good plant, typesetting machines, etc.; price, \$10,000. E. P. HARRIS, 150 Nassau St., New York.

WEST OF MISSISSIPPI, in city of 50,000. Price, \$30,000. E. P. HARRIS, 150 Nassau St., N. Y.

PAPERS in numerous places, which we are not at liberty to mention, except to very probable buyers. E. P. HARRIS, 150 Nassau St., N. Y.

MISCELLANEOUS PAPERS FOR SALE.

SPLENDID CLASS WEEKLY, doing \$70,000, unexpectedly offered for quick sale. Old; solid. Can be readily made to clear \$20,000 per year. Buyer should have \$30,000. E. P. HARRIS, 150 Nassau St., New York.

SOLID MERCANTILE WEEKLY, clearing \$1,000, and easily increased. \$20,000. E. P. HARRIS, 150 Nassau St., New York.

I SEEK a buyer to pay \$400,000 for a substantially old established weekly, paying \$50,000 net profits. E. P. HARRIS, 150 Nassau St., New York.

MECHANICAL PAPER, making \$15,000, value \$100,000; can be greatly extended and made very profitable. E. P. HARRIS, 150 Nassau St., New York.

TRADE WEEKLY, Western city, clearing \$5,000 above expenses. \$20,000. Third can be sold for \$8,333. E. P. HARRIS, 150 Nassau St., N. Y.

TRADE PAPER, making over \$8,000, value \$50,000. E. P. HARRIS, 150 Nassau St., N. Y.

WESTERN TRADE PAPER, showing profits \$3,000; price, \$7,000. E. P. HARRIS, 150 Nassau St., New York.

TRADE WEEKLY, in excellent field, \$7,000. E. P. HARRIS, 150 Nassau St., New York.

APPLICANTS to buy newspapers should state responsibility and give references. E. P. HARRIS, 150 Nassau St., New York.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$17 up; Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHIC, 240 East 33d St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

CUTS—We tell you how to make them for \$1. No camera, no tool, no experience required. Particulars for stamp. C. D. LOVE, Coshocton, O.

WE make designs, illustrations and engravings for catalogues, book covers, pamphlets, magazine and newspaper advertising. Sketches submitted. INTERNATIONAL ENGRAVING CO., 1520 1522 Market St., Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.

J. HOWLAND HARDING 1545 Broadway.

EDITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

RETAIL advertising. FRANK EGBERT OLDER, 108 Fulton St., N. Y.

CRISP ADS with a convincing flavor. MISS WOODLE, 6 Wall St., N. Y.

A DAY \$10 a month. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

CRISP 8 page booklet, \$10. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

100 COMPLETE Shoe Ads, all new, for \$2. G. R. SYFERT, 243 S. High St., Columbus, O.

ADS written in first-class poetry. Satisfaction guaranteed. LOUIS ALLEN, Winfield, Kan.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write

THE shortest, surest and safest route to profitable medical journal publicity is through the MEDICAL ADVERTISING BUREAU, 100 William St., New York.

DRAPER'S EFFECTIVE ADVERTISING IDEAS for manufacturers or any business using mail advertising. Adwriting and printing. WALTER J. DRAPER, Ad-torney, Fulton, N. Y.

STRONG ADS. THEY'RE PULLERS, TOO. Not expensive. Any business. Send 5c. stamps and data; will mail you 3 samples, any size. TRY ME. GREENE THE ADMAN, 1st National Bank Building, Oil City, Pa.

BUSY this month on ads and booklets for catarrh cure, kidney pills, celery tablets, face powder, debility cure, seltzer aperient, pleasure vehicles, drug boxes, tooth brushes and silk waists. What's next! All lines are in my line. Ask for evidence. JED SCARBORO, 20 Morton St., Brooklyn, N. Y.

SAVE YOUR GRAY MATTER. Pithy, original "heads," with introductory reading matter for clothing, men's furnishing and department store advertising. This service to but one store in each city. Send 50c. for 25, \$1 for 75. N. S. REID, 1004 Vickroy St., Pittsburg, Pa.

VASTLY more people than you would suspect seriously believe that it is impossible to be dignified and decorous without being dull, and this "faith" is shown by their advertising "works." No one could despise (so-called) "funny" advertising more than I do, but there is a certain "crispness" that widespread, profitable notice demands, and will not be denied—yes, there is! FRANCIS L. MAULE, commercial literature of all kinds, 403 Sanson Street, Philadelphia. No postal cards, please.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

GET IN ON THE RISING TIDE !

The only Democratic Daily in a Democratic Stronghold. The National Democratic Convention to nominate a President for the United States meets in Kansas City, July 4, 1900.

March Circulation,
1,107,730 copies.

.. The Straight Story ..
Daily Average,
35,733 copies.

Sworn Detailed Statement of the Circulation of the

KANSAS CITY TIMES

DAILY AND SUNDAY

For the Months of January, February and March, 1900.

After deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, the following is the straight story :

Average each Day for the month of January,	29,225		
Average each day for the month of February,	- - -	32,876	35,733
Average each day for the month of March,	- - -	- - -	- - -
Circulation, March 31st,			37,685

JANUARY.

1	25,400
2	25,585
3	26,190
4	26,500
5	26,810
6	26,988
7	27,272
8	27,346
9	27,376
10	27,376
11	27,376
12	28,307
13	28,609
14	28,610
15	28,610
16	28,610
17	28,610
18	28,610
19	28,610
20	28,610
21	28,610
22	28,610
23	28,610
24	28,610
25	28,610
26	28,610
27	28,610
28	28,610
29	28,610
30	28,610
31	28,610

MARCH.

1	33,410
2	33,680
3	33,740
4	33,900
5	33,980
6	34,105
7	34,225
8	34,410
9	34,410
10	34,410
11	34,410
12	34,410
13	34,410
14	34,410
15	34,410
16	34,410
17	34,410
18	34,410
19	34,410
20	34,410
21	34,410
22	34,410
23	34,410
24	34,410
25	34,410
26	34,410
27	34,410
28	34,410
29	34,410
30	34,410
31	34,410

STATE OF MISSOURI, } ss.
COUNTY OF JACKSON, }

I personally appeared before me, a Notary Public, in and for the County of Jackson, State of Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the regular editions of THE KANSAS CITY TIMES for the months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 35,733 copies daily.

RAYMOND P. MAY,
Business Manager.

Sworn to and subscribed before me this 4th day of April, 1900.
My term expires October 1, 1902.
EVA L. MASEY.

months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 32,535 copies daily.

RAYMOND P. MAY,
Business Manager.

Sworn to and subscribed before me this 4th day of April, 1900.
EVA L. MASSEY,
Notary Public.

SWORN STATEMENT OF CIRCULATION.

STATE OF MISSOURI,) ss.
COUNTY OF JACKSON,)

Personally appeared before me, a Notary Public in and for Jackson County, Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the circulation of THE KANSAS CITY TIMES, after deducting all copies returned by newsboys and copies left over, spoiled in printing and unaccounted for, exceeds 37,000 copies daily, complete.

RAYMOND P. MAY,
Business Manager.

Sworn to and subscribed before me, the 4th day of April, 1900.
[SEAL] EVA L. MASSEY,
Notary Public,

My term expires October 1, 1902.
Jackson County, Missouri.

IMPORTANT.

The Kansas City Times will accept all advertising with the distinct and unequivocal guarantee that the statements contained herein are true and are open for the inspection of any and all advertisers who may make application at the business office of The Times.

On Sunday, April 1, 1900, THE KANSAS CITY TIMES carried a total of 1,762 inches of paid display advertising. This was more by a large percentage than that carried by any other Kansas City paper on that day.

**THE S. C. BECKWITH SPECIAL AGENCY,
SOLE AGENTS FOR FOREIGN ADVERTISING.**

47, 48, 49 and 59 Tribune Building, New York 469 The Rookery, Chicago

8.....	32,730	9.....	32,760	20.....	32,750	31.....	37,685
9.....	32,740	10.....	32,750	21.....	32,760	32.....	37,690
10.....	32,750	11.....	32,760	22.....	32,770	33.....	37,700
11.....	32,760	12.....	32,770	23.....	32,780	34.....	37,710
12.....	32,770	13.....	32,780	24.....	32,790	35.....	37,720
13.....	32,780	14.....	32,790	25.....	32,800	36.....	37,730
14.....	32,790	15.....	32,800	26.....	32,810	37.....	37,740
15.....	32,800	16.....	32,810	27.....	32,820	38.....	37,750
16.....	32,810	17.....	32,820	28.....	32,830	39.....	37,760
17.....	32,820	18.....	32,830	29.....	32,840	40.....	37,770
18.....	32,830	19.....	32,840	30.....	32,850	41.....	37,780
19.....	32,840	20.....	32,850	31.....	32,860	42.....	37,790
20.....	32,850	21.....	32,860	32.....	32,870	43.....	37,800
21.....	32,860	22.....	32,870	33.....	32,880	44.....	37,810
22.....	32,870	23.....	32,880	34.....	32,890	45.....	37,820
23.....	32,880	24.....	32,890	35.....	32,900	46.....	37,830
24.....	32,890	25.....	32,900	36.....	32,910	47.....	37,840
25.....	32,900	26.....	32,910	37.....	32,920	48.....	37,850
26.....	32,910	27.....	32,920	38.....	32,930	49.....	37,860
27.....	32,920	28.....	32,930	39.....	32,940	50.....	37,870
28.....	32,930	29.....	32,940	40.....	32,950	51.....	37,880
29.....	32,940	30.....	32,950	41.....	32,960	52.....	37,890
30.....	32,950	31.....	32,960	42.....	32,970	53.....	37,900
31.....	32,960	32.....	32,970	43.....	32,980	54.....	37,910
32.....	32,970	33.....	32,980	44.....	32,990	55.....	37,920
33.....	32,980	34.....	32,990	45.....	33,000	56.....	37,930
34.....	32,990	35.....	33,000	46.....	33,010	57.....	37,940
35.....	33,000	36.....	33,010	47.....	33,020	58.....	37,950
36.....	33,010	37.....	33,020	48.....	33,030	59.....	37,960
37.....	33,020	38.....	33,030	49.....	33,040	60.....	37,970
38.....	33,030	39.....	33,040	50.....	33,050	61.....	37,980
39.....	33,040	40.....	33,050	51.....	33,060	62.....	37,990
40.....	33,050	41.....	33,060	52.....	33,070	63.....	38,000
41.....	33,060	42.....	33,070	53.....	33,080	64.....	38,010
42.....	33,070	43.....	33,080	54.....	33,090	65.....	38,020
43.....	33,080	44.....	33,090	55.....	33,100	66.....	38,030
44.....	33,090	45.....	33,100	56.....	33,110	67.....	38,040
45.....	33,100	46.....	33,110	57.....	33,120	68.....	38,050
46.....	33,110	47.....	33,120	58.....	33,130	69.....	38,060
47.....	33,120	48.....	33,130	59.....	33,140	70.....	38,070
48.....	33,130	49.....	33,140	60.....	33,150	71.....	38,080
49.....	33,140	50.....	33,150	61.....	33,160	72.....	38,090
50.....	33,150	51.....	33,160	62.....	33,170	73.....	38,100
51.....	33,160	52.....	33,170	63.....	33,180	74.....	38,110
52.....	33,170	53.....	33,180	64.....	33,190	75.....	38,120
53.....	33,180	54.....	33,190	65.....	33,200	76.....	38,130
54.....	33,190	55.....	33,200	66.....	33,210	77.....	38,140
55.....	33,200	56.....	33,210	67.....	33,220	78.....	38,150
56.....	33,210	57.....	33,220	68.....	33,230	79.....	38,160
57.....	33,220	58.....	33,230	69.....	33,240	80.....	38,170
58.....	33,230	59.....	33,240	70.....	33,250	81.....	38,180
59.....	33,240	60.....	33,250	71.....	33,260	82.....	38,190
60.....	33,250	61.....	33,260	72.....	33,270	83.....	38,200
61.....	33,260	62.....	33,270	73.....	33,280	84.....	38,210
62.....	33,270	63.....	33,280	74.....	33,290	85.....	38,220
63.....	33,280	64.....	33,290	75.....	33,300	86.....	38,230
64.....	33,290	65.....	33,300	76.....	33,310	87.....	38,240
65.....	33,300	66.....	33,310	77.....	33,320	88.....	38,250
66.....	33,310	67.....	33,320	78.....	33,330	89.....	38,260
67.....	33,320	68.....	33,330	79.....	33,340	90.....	38,270
68.....	33,330	69.....	33,340	80.....	33,350	91.....	38,280
69.....	33,340	70.....	33,350	81.....	33,360	92.....	38,290
70.....	33,350	71.....	33,360	82.....	33,370	93.....	38,300
71.....	33,360	72.....	33,370	83.....	33,380	94.....	38,310
72.....	33,370	73.....	33,380	84.....	33,390	95.....	38,320
73.....	33,380	74.....	33,390	85.....	33,400	96.....	38,330
74.....	33,390	75.....	33,400	86.....	33,410	97.....	38,340
75.....	33,400	76.....	33,410	87.....	33,420	98.....	38,350
76.....	33,410	77.....	33,420	88.....	33,430	99.....	38,360
77.....	33,420	78.....	33,430	89.....	33,440	100.....	38,370
78.....	33,430	79.....	33,440	90.....	33,450		
79.....	33,440	80.....	33,450	91.....	33,460		
80.....	33,450	81.....	33,460	92.....	33,470		
81.....	33,460	82.....	33,470	93.....	33,480		
82.....	33,470	83.....	33,480	94.....	33,490		
83.....	33,480	84.....	33,490	95.....	33,500		
84.....	33,490	85.....	33,500	96.....	33,510		
85.....	33,500	86.....	33,510	97.....	33,520		
86.....	33,510	87.....	33,520	98.....	33,530		
87.....	33,520	88.....	33,530	99.....	33,540		
88.....	33,530	89.....	33,540	100.....	33,550		
89.....	33,540	90.....	33,550				
90.....	33,550	91.....	33,560				
91.....	33,560	92.....	33,570				
92.....	33,570	93.....	33,580				
93.....	33,580	94.....	33,590				
94.....	33,590	95.....	33,600				
95.....	33,600	96.....	33,610				
96.....	33,610	97.....	33,620				
97.....	33,620	98.....	33,630				
98.....	33,630	99.....	33,640				
99.....	33,640	100.....	33,650				
100.....	33,650						

Av.D'ly 29,225 Av.D'ly 32,876 Av.D'ly 35,733

905,986 924,535 1,107,730

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST. LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, APRIL 25, 1900.

ENERGY, invincible determination, an honest purpose and some ready money will do anything that can be in the advertising world.

THERE are articles that enter the house by the front door, the side door, the kitchen door and the basement door. Each must be studied from its own standpoint. A system that might sell one rapidly might prove a failure if applied to another.

A PROMINENT Chicago cafe runs a full page in the theater programmes to advertise its advantages as an "after-the-play" resort, and by way of establishing itself in the memory and good graces of the feminine portion of the audiences it prints a dozen recipes for making dainty dishes as they are prepared by its own chefs and served at its own tables.

THE *Michigan Bulletin*, the official paper of the Michigan Press Association, in its issue for April, 1900, comments editorially upon the American Newspaper Directory as follows:

The system of frequent revision, together with the practice of retaining in the description of the paper former estimates and circulation statements covering a period of from five to seven years, not only permits latest circulation gains to be promptly shown, but also demonstrates whether it is growing or falling off, whether the publisher habitually furnishes a frank and truthful statement or habitually avoids doing so; also whether a publisher's statement has gained general credence or is regarded as of doubtful worth.

PRINTERS' INK hasn't heard a single good word for the Association of American Advertising Agents, recently organized by Charles H. Fuller. Is there absolutely nothing good to be said of it?

MR. H. I. IRELAND, 925 Chestnut street, Philadelphia, Pa., issues a booklet giving a collection of street car cards. To an advertiser contemplating an expenditure in this direction, a glance at such a booklet is likely to be valuable; even though he should not find in it something available for his own business, it may be productive of ideas possible of utilization. No doubt Mr. Ireland would be pleased to mail it to any advertiser sufficiently interested to ask for it.

THE Harry Allen Company, of Saginaw, West Side, Mich., manufacture a series of aluminum novelties that appear to PRINTERS' INK to be well available for use as advertising novelties. Among them is an egg-shell ink well, which one may roll round desk or table without spilling a drop of the ink it contains, an aluminum mucilage bottle with unique advantages, a lock crank for clinching the knob of the lock of a safe, and a music stand that weighs only twelve ounces in all and may be carried round in one's pocket. Verily there are ingenious men in Saginaw.

IF any such thing as discipline is visited by the authorities of the Methodist Church upon erring or backsliding members, there is occasion for its application to one Shank, who assumes to edit at Omaha a Methodist paper called the *Christian Advocate*. Having been once convicted by PRINTERS' INK of the disgusting crime of tergiversation, this man has the bad taste to revive the subject in his issue of April 7th, admitting his guilt and explaining how it happened. And there, in a half a column editorial, without reason or excuse, he proceeds to repeat his former misdemeanor in a more aggravated and disgusting form, exhibiting, if possible, a meaner quality of tergiversation than in his former effort. Shank is doubtless a crank. If no other punishment can be meted to him somebody ought, at least, to spank Shank.

ADVERTISING experience is none the less valuable because it is printed and is that of another man.

THE Consolidated Renovating Company of Chicago, which cleans windows and scrubs floors, reports having secured ninety regular orders from written postal cards sent out to business concerns within the territory the company covers. Newspaper advertising was not available because of the limited and concentrated extent of this territory. Mr. H. H. Baker, the advertising manager, tells PRINTERS' INK of some of the advertising ideas he has in mind. Among these are uniforms for his cleaners, a pretty trade-mark to be painted on all his brushes, etc., for elevators a sign, "Please Call Your Floors," with the company's trade-mark at one side and little "stickers" containing an announcement of the firm's specialties, to be gummed to the door of empty offices, or to such other places where they will attract attention without causing inconvenience.

IN its April issue *Profitable Advertising* had an interview with Edgar A. Gove, the Providence (R. I.) advertising agent. Among other interesting observations, Mr. Gove had this to say:

One of my pet hobbies in advertising is against all ordinary rules of money making. If possible, I prefer to experiment on conservative lines before laying down a definite policy for a house to follow. If an article comes to us to be advertised, instead of taking the lump sum of money suggested, or suggesting a lump sum of money, and endeavoring to place it to the best of our knowledge, we prefer to take a very small part of it, and strike out in some one town and experiment there. Get the goods in the retailer's hands, advertise in the local papers, get a report from the retailer how the goods sold, what satisfaction they gave, and what proportion of profit there is in this particular article compared with other articles they may be handling of a similar nature. Then it is up to the article, so to speak. If the report is that the article sells, and is favorably taken by the public, we go ahead. It is according to the way the goods are received by the consumer that our campaign is planned.

The initial article in PRINTERS' INK of April 18th, by Mr. Seth Brown, advocated the same plan. Is it a good one? And if not, what are its disadvantages?

If all papers and magazines would decline advertisements of fraudulent or grossly exaggerated character the confidence of readers would be greatly increased and advertising would bring more satisfactory returns.

THE *Review of Reviews* gets out a brochure in a handsome cover, entitled, "About School Advertising: Does It Pay?" and consisting of photographic reproductions of letters from schools, telling why they advertise in its columns. The booklet makes a convincing piece of advertising literature. It is interesting to note in this connection a special inducement that the *Review of Reviews* offers to school advertisers. For a net cost of \$124 a half-inch announcement is inserted in all the issues of the year save two summer ones, in each of which a quarter-page advertisement placed at the top of the page and illustrated without charge is substituted. By taking advantage of this offer the school advertiser gives readers the impression that he is a large advertiser, when, as a matter of fact, he is limiting himself to a paltry half-inch.

IN TENERIFFE.

Office of
H. G. HASTINGS & Co.,
WHOLESALE AND RETAIL SEEDSMEN.
ATLANTA, Ga., April 13, 1900.
Editor of PRINTERS' INK:

We dislike to take valuable time of PRINTERS' INK, but as a favor to a subscriber we would ask that you note on the bottom of this sheet the name of any paper published in the Island of Teneriffe, if there is any published there. Any information which you could give us would be very much appreciated. Allow us to say that we do not think that any of the PRINTERS' INK "babies" will ever be quite the equal of the "old lady."

Respectfully yours,
H. G. HASTINGS & Co.

In its 1897 edition, which is the latest PRINTERS' INK has on hand, the Newspaper Press Directory, published by C. Mitchell & Co. of London, lists the following publications as being published in Santa Cruz de Teneriffe, which is the principal town in Teneriffe, Canary Islands:

El Memorandum.
El Diario.
El Anunciador.

INKLESS PRINTING, ETC.

The issue of the *Saturday Evening Post*, of Philadelphia, for December 23, 1899, contained a long article on the inventions of William Friese-Greene, "the Edison of England," many of which are of special interest to advertisers. PRINTERS' INK finds room only for the following descriptions:

The inventor walked over to a table. He picked up a piece of wire from the electric-light supply of the room, fastened it to a piece of zinc in among the bottles of chemicals that littered the table, took a coin from his pocket, moistened a piece of paper with his tongue, picked up another wire, pressed it upon the silver coin, let the current on—lo, the impossible was possible, printing without ink was accomplished! After the current had passed through the coin it left a brownish impression of the figure of the piece of money, clear, accurate, inkless. It needs no great exercise of the imagination to picture what all this means. Not only does the invention do away with ink but it does away with the expense of all future inking apparatus; it saves, so it is estimated, fully thirty-three per cent in the cost of all future presses; it permits the use of present-day presses; the paper for the printing will cost little if anything more than at present, while the engine which drives the wheels of the press supplies the ink.

At the outset the inventor used a dampened paper, as in all modern printing. When this paper was acted upon by electricity it bore no sign of the type to which it had been exposed. It was necessary, after the electric current had been passed through it, to develop the paper as any photographic negative is developed in order to bring out the impression. This was an interesting thing, but did not appear to be of commercial value. The next step was another invention, a chemically prepared paper which would enter the press from the roll pure white, without a drop of water dampening its huge bulk, and come out of the other end printed with a perfection ink never gave. By this invention the speed

of the paper, so to speak, is the speed of the press—that is to say, no matter how many thousands of impressions the press may be able to make, the paper will keep pace with it and come out unvexed by accidents. Stranger still, any possible color may be given simply by introducing different chemicals in the mixing of the pulp when the paper is under manufacture. Stocks of paper on hand may also be treated with the chemicals in solution, thus avoiding loss.

Many of these chemicals are known photographically in the development of negatives—acetate of lead, sulphate of iron, amidol, metol, glycin, and the like. When the paper has been treated with the last named, for example, the color of the printing will be blue; when amidol is used the color will be brown, the depth of the brown varying with the strength of the amidol. Several colors may be printed at once while the press is going at lightning speed without the alteration of a nut or lever, the face of the plate on which color printing is to be done being merely supplied with different kinds of metal for the different colors desired. The paper to be used in inkless printing is patented—that is to say, the process of manufacture is patented, but licenses to make it are to be sold at a figure which, it is claimed, will not appreciably increase the cost, while paper manufacturers will not be obliged to go to large expense in the alteration of their plants. The material used to sensitize the paper is very plentiful and very cheap. The printing is brilliant, but there is nothing in the electricity which in any way may blur or make indistinct. In a nutshell, the process, as applied to a regulation modern press, is this:

A sheet of zinc or carbon surrounds the cylinder of the press, or lies flat in the case of a flat-bed press. Into this zinc a positive current of electricity is sent. To the type, or the stereotype plate, a negative current is sent. As the paper passes over the face of the type a current of electricity flows through it. Wherever the paper touches the type or the block for illustration, or whatever is to be

printed, the impression is produced by this subtle, mysterious agent; inkless printing is accomplished. In addition to the saving in expense, all types, blocks and the like are kept as clean and bright as though new; no washing is necessary; no injury is caused by the electric current to the finest type faces or the most delicately engraved plates; the current is a preservative of blocks and plates.

The inventor was down on his knees in front of a round-topped, iron trunk, digging out all sorts of things—patent reports, copies of applications, letters from the four quarters of the globe, original drawings of inventions. Finally he fished out some photographic prints, some of them the ordinary cabinet size, some larger. As he handed me some he said:

"There, sir! There's the very first piece of paper ever printed with an automatic photographic printing machine."

The picture was one of Mr. Friese-Greene with his pet dog. It was the first tangible result of one of the most remarkable inventions of this remarkable man. It was produced by automatic photographic printing, or printing by photography, "printing by the mile," Mr. Greene calls it. It was this that led up to printing by electricity. Like the latter, it is simple enough when you come to understand it. But for the inkless printing it might of itself have wholly revolutionized the printing trade. The machine which Mr. Greene invented and patented, and which he has sold outright for \$50,000 to a well-known London publishing house, is practically a photographic printing press.

A strip of prepared paper passes in at one end of the machine, interrupted at intervals as it goes on through. It comes out at the other end a finished photograph or piece of printed matter. At each interruption of the paper as it journeys it is exposed to a negative from which a print is automatically made. As it journeys, also, the picture is not only printed, but toned, and fixed, and washed, and polished, if a polished surface be desired. Not only is the system adapted to the printing of cigarette

pictures and other advertising photographs, now being turned out in England by the million by this process, but it is adaptable to the printing of illustrated magazines. The paper is sensitized. As it stops at intervals a curious arrangement of the mechanism draws up the negative, which is made on a translucent medium, and presses the negative upon the paper. At the same instant a time shutter is automatically opened, admitting the light, and automatically shut when a long enough interval has elapsed to print the picture; or the light of an electric arc lamp may be used, in which case no shutter is required.

"You will see," said Mr. Greene, "that in the first picture made the print is on one side only. Naturally this would not be satisfactory for a magazine—for instance, where it would be necessary to print on both sides at once. This was obviated by simply making the machine double, and reversed, the paper first printing on one side in one machine, and then on the other in the second."

One does not wonder that the London firm was willing to pay well for the invention when it was to include printing from negatives of types as well as from negatives of photographs. The pictures come from this wonderful machine at the rate of two thousand an hour without the aid of human muscle or the guidance of the human mind. It would seem to be in some ways a more wonderful thing than the inkless printing.

The longer Mr. Friese-Greene dug down into that mysterious old trunk the more I was prepared to believe him one of the modern wizards of the world.

"You would hardly believe me if I should tell you how many months I spent on this little disk," he said, holding up the apparatus. "But I conquered in the end."

This disk promises a complete revolution in the present-day ideas of color photography. By means of it Mr. Greene is enabled to photograph with one plate at one exposure every possible tint in any landscape, painting, or anything, no matter what, which has color in it. Making a lantern slide, for in-

stance, from this negative, he again uses the disk, and upon a screen reproduces every possible tint of nature. It is one of the most marvelous things that this inventor has ever accomplished.

The disk is composed of three sectors, one red, one yellow, one blue, the primary colors. When the picture is to be taken, the disk is rapidly revolved in front of the lens, or possibly in the camera itself directly behind the lens, and immediately in front of the glass plate or film. The negative thus made is developed in the ordinary way. From this negative a common lantern-slide transparency is made. This is placed in a lantern and the disk is again revolved in front of the lens of the lantern. Immediately upon the screen, as soon as the disk is in sufficiently rapid rotation, appears the scene, precisely as it was in nature, in every hue and tint and shade, a marvelous and convincing copy of nature. Stranger even than this, the object to be photographed need not be motionless; no matter how fast it is moving, if only the proper camera for swift motion be used the objects appear without a change from hues of the original.

WHAT'S IN A NAME?

The country abounds in "Suns," "Stars," "Worlds" and "Globes," but there is but one publication bearing fair Luna's name, located in Battle Creek, Mich. Daily papers do not furnish many innovations in nomenclature, "Posts," "Mails," "Expresses," "Telegrams," "Heralds," "Journals," "Times" and "Tribunes" follow each other in every city except in Oil City, Pa., where the people get the news from the *Morning Derrick* and the *Evening Blizzard*. Weeklies and monthlies are a fertile field for the seeker of odd names. We find a "Buzz Saw," a "Broad Axe," a "Hatchet," a "Lever," and a "Crow Bar," while Kansas has a "Tiller and Toiler." The *Flaming Sword* of Chicago is a weekly designated in the Directory as "radical," while the *Gatling Gun* of Sioux Falls, S. D., is a monthly in the interests of temperance. The *Arkansas Thomas Cat* bears no resemblance to the back-yard midnight disturber of slumbers from whence it takes its name. The "Owl" and the "Gamebird" each fill their chosen sphere, and the "Georgia Cracker" touches elbows with the "Hoosier Hustler." "Presto" now appropriately presents itself as a weekly devoted to music and the music trade, while the "Red Polled Record" is something of a puzzler till we look it up and find it is classified live stock.—*Magazine Advertising*.

IT DEFEATS ITSELF.

There are some advertisers who speak so highly of their wares as to be almost certain to disappoint those who buy. It would be impossible to furnish goods that are equal to some descriptions we read.—*Advertising World*.

NEXT TO A GOOD WIFE

IN CASE OF ILLNESS OR FORCED
IDLENESS WILL BE A DEPOSIT OF

Money in this Savings Bank.

A HANDSOME SUM OF MONEY MAY SOON BE ACCUMULATED IF YOU WILL
SAVE SOME PORTION OF YOUR INCOME EVERY DAY, THEN MAKE REGULAR
WEEKLY SAVING DEPOSITS at the

\$1.00

WILL DO TO OPEN A
SAVINGS ACCOUNT.



Open Week Day
from 9 a. m. to 4:30 p. m.
Monday Evenings,
6 to 9.

**513
LOCUST
ST.,
ST. LOUIS.**

HOW ONE BANK DOES IT.

THE FOUR SUGAR BOWLS.

In its attempts to learn the best newspaper, the one that gives advertisers best service in proportion to the price charged, PRINTERS' INK has awarded four Sugar Bowls. The First Sugar Bowl was awarded February 15, 1899, to the *Kansas City Star*, that publication having been pronounced the daily newspaper that gives an advertiser best service, in proportion to the cost, of any published west of the city of Chicago. The Second Sugar Bowl was awarded October 4, 1899, to the *Los Angeles Times*, that newspaper having been decided to be the one that

no other New York daily is known. On April 18, 1900, the Fourth Sugar Bowl was awarded to the *Chicago News*, that newspaper having been pronounced the one that gives advertisers the best service, in proportion to the price charged, among all the publications of whatever name or degree among the entire twenty thousand which are put forth in the territory embraced in the United States. All these Sugar Bowls have been awarded to daily papers, as it is well known that neither weeklies nor monthlies nor publications of any other period of issue can compete with the daily in value of service to advertisers in proportion



gives advertisers the best service, in proportion to the price charged, among all those printed south of a line drawn from San Francisco to St. Louis; thence to the Atlantic Ocean through Cincinnati and Philadelphia. The Third Sugar Bowl was awarded April 11, 1900, to the *Philadelphia Record*, that newspaper having been pronounced the one that gives an advertiser best service, in proportion to the price charged, among all those published east of Chicago. The only New York dailies eligible for consideration in connection with the award were the *Evening Post* and *Jewish Daily News*, because the actual issue of

to the price charged. Weeklies, however, are still highly valued by some, and PRINTERS' INK will shortly award a Fifth Sugar Bowl to that weekly paper which, all things considered, is believed to give an advertiser a better service in proportion to the price charged than may be had from any other weekly issued in the United States. Publications that deem their merits in this direction to be such as to make them eligible to win the Fifth Sugar Bowl are invited to set forth the facts for publication in PRINTERS' INK.

♦♦♦
You should choose your advertising agent with as much care as you do your lawyer or doctor.

FOR COUNTRY MERCHANTS.

A contributor to a recent issue of the *Advertising World* (Columbus, O.) gives a large number of what he considers good schemes for the advertising of country merchants. PRINTERS' INK extracts a few and gives them for what they may be worth:

If you have any telegraph poles or other posts in front of your store, box them up and use them for sign boards.

Put a search light on top of your building and search for people's attention at night.

Put up a large white sheet on the building across the street, and from one of your upstairs windows, at night, cast your ads upon it by the use of a magic lantern, interspersing with attractive pictures.

Hang neat banners from your store ceilings.

Put up an electric sign, having lettering made of incandescent electric light globes.

Raise an American flag in your window and let an electric motor make it flutter to the breeze.

Stretch a canvas sign clean across the street.

Have tin flag signs made and use on the four corners of your street cars.

Put your enamel sign on the back part of the steps of street cars.

Advertise in city directory.

Advertise in hotel and restaurant menus.

Advertise in hotel registers.

Get several hard-shell turtles, paint their shells white, then in black letters print the words, "We're in the swim here." Put them in a small tank in your window.

Paint the word "snakes" on the side of a barrel, put a screen on the top, put your ad on the bottom, and set the barrel out in front.

White "fan-tail" pigeons are pretty and very attractive for a show window. Draw white tape from bottom to top of window, to give a cage effect from the outside.

Have an excursion and picnic for the poor people in summer, and lecture or concert in winter.

When a show comes to town have a parade of your own to follow.

Give a band concert now and then.

In hot weather give away fans.

In cold weather clothe the poor.

Buy all the stray cats in town, place tags on them containing your ad and turn them loose.

IN A NUTSHELL.

Assure yourself that you have a story to tell, decide carefully as to the people who will be most interested in the telling of it; then tell it concisely, emphatically and convincingly. Tell it to every one who will listen, so long as the expense involved leaves a reasonable expectation of profit.—*Pacific Coast Advertising*.

PRIMARILY HOW MANY.

The advertiser seeks to know primarily how many of his customers his ads will reach through the medium of the periodical in which he inserts it, and secondarily the class of patrons he may appeal to.—*Springfield (O.) Sun*.

THE "BILLROOM."

The "billroom" of a theater is an interesting place that does not have many visitors. The reason for this is doubtless its usually obscure location. To get at the "billroom" one is obliged to go through the alley back of the opera house, just as if the stage entrance were the place desired to be reached. The "billroom" is the place to which all advertising matter, lithographs, posters, circulars and the like, is consigned by the managers of coming attractions. Here the various kinds of advertising matter are assorted and made ready to be distributed, hung up or pasted on dead walls, as the case may be. As many of these lithographs and posters are of great length and considerable width, tables of corresponding dimensions are provided for their handling. The room in which this work is done is commodious, well ventilated and illuminated by electric lights in great profusion.—*Indianapolis (Ind.) Journal*.

TO-DAY.

To-day advertising has become a definite, fixed factor in the building up and maintaining of trade, and instead of contracting for so much space and filling it with commonplace, meaningless replicas, every effort is put forth to give such character and interest to the matter as to secure from it the best results. Bright minds are giving their best thoughts and all their time to originate and develop new thoughts, and the result is that a vast fund of ideas and methods are being brought forth to the immense advantage of those who use this method of publicity.—*Shoe and Leather Gazette*.

Miss G.—Oh, I think printing must be just lovely. What does the foreman do when you make a pi?

Cholly S.—He gets crusty.—*Baltimore (Md.) American*.



PRETTY.

HOW OMEGA OIL HAS WON SUCCESS.

"It took us just two days to get Omega Oil in the drug stores of New England. Good advertising did it. Not a salesman was employed. Not a single dealer was asked to buy. We appealed directly to the people, and they started a demand that made old-timers rub their eyes."

Mr. M. Wineburgh, president of the Omega Chemical Company,

up some old-fashioned talks and put them in the newspapers and street cars. We distributed books. We painted signs. Thousands of dollars were spent on the man who needed Omega Oil; not a cent was wasted on the dealer.

"Our advertisements were not beautiful. They were homely as a mud fence, but they sold goods. We never employed a salesman and never asked any one to buy.

"We believe in constant changes of copy. The first year we used

What a is to an

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is to

A candle makes a little light; it is better than nothing; but an electric light is a hundred times better still.

A porous plaster does a little good in stopping pain. It is, like a candle, better than nothing. But Omega Oil is so very much better than a plaster that it is a piece of foolishness to put a nasty, sticky plaster on the body.

Omega Oil, like an electric light, stands for progress. It is a mighty good thing for Sore Throat, Tonsillitis, Bronchitis, Cold in the Chest and Difficult Breathing. Rub it on the throat and chest freely. It does not stick, itch or burn like a plaster.

MINIATURE REPRODUCTION OF NEWSPAPER AD.

Boston, made these remarks. Mr. Wineburgh continued:

"We started out a year ago with a well-defined plan. Concentration of energies and expenditure was the main idea. We took up New England first and put our money there. We spread it thick in a small territory, not thin in a big one."

"How did you come to start in New England?"

"Because the percentage of intelligent people made it a particularly good field. Universal and compulsory education is a fine thing for the advertiser. We got

probably five hundred different advertisements, most of them illustrated. They were definite and specific. Each conveyed a message. Each sentence was a complete ad in itself. The wording was as simple as the English language could make it. When any one read an Omega Oil ad that person had nothing to guess at."

"How much money did you spend the first year?"

"For the first eight months we averaged something like \$6,000 a month in New England alone. Four months ago we added the State of Pennsylvania and we are

now spending over \$10,000 a month in Pennsylvania and New England, but the money has come back with a profit added. We sold over 250,000 bottles the first year."

"What method do you pursue?"

"We simply kicked all precedents aside. We made our own paths whenever the old ones didn't suit us. We knew the patent medicine business was a hazardous undertaking and that there were ninety-nine chances of failure to one of success. But we had the faith that moves mountains.

"Friends told me I was foolish to spend a lot of money in advertising before we had placed the oil in the drug stores. They were wrong and we were right. We went after the masses, the masses went after the retailers, the retailers went after the jobbers and the jobbers came after us. Things kept coming our way right from the start. The demand was clean-cut and legitimate. It had in it the red corpuscles of strength and life. Not a solitary bottle was consigned. Not a drop was given away. We had no samples. We made Omega Oil a standard article from the first."

"Do you sell to retailers?"

"No. From the beginning we have confined our sales to the bona fide jobbing trade. This rule is as fixed and unchangeable as the hills. We won't sell to 'cutters,' either, no matter how big they may be."

"Don't you lose money through such a policy?"

"Not a cent. Those orders come because there is a demand for Omega Oil. If the demand is not supplied through that channel it will be supplied through the regular jobbing trade. People want Omega Oil and their wants must be heeded.

"Sticking to the jobber protects the legitimate retail trade. The little fellow can get his supply just as low in price as the big fellow. This policy makes few accounts. Our money comes back in large chunks. Bookkeeping is easy. No bad accounts get into the ledger. We won't sell Omega Oil to a jobber with a weak rating, or who does not discount bills in ten days.

"Another notion of ours is one

price, regardless of quantity. One hundred gross cost just one hundred times as much as one gross. No one can buy Omega Oil for less than our fixed price.

"We advise the trade against overstocking our remedy. We say: 'Buy only what you need from day to day.' This enables us to keep tab on our advertising. We can keep our fingers on the pulse of our business.

"Our policy must be right, even if it does upset theories. Results tell, and we have had the results. At the end of the first year we find ourselves in possession of an established business showing a substantial profit.

"We attribute the secret of our success to concentration. We confined our appropriation to one section until that section was thoroughly worked, then we took up another. The trouble with most advertisers is that they put too little money into a big territory, when they ought to put big money into a little territory. When you hit, hurt—that's the idea.

"The vital thing, however, is to have a good article. There you have the life germ. If Omega Oil did not have positive virtue, all the money spent for advertising might just as well be cast into the sea. To succeed as an advertiser get a good thing, concentrate your appropriation, tell your story plainly, and be patient.

"Some men expect too much too quickly from advertising, but it's accumulated results that do the work, and the satisfied customer spreads the demand. The first sales won't pay ten per cent of the cost of advertising.

"The success of Omega Oil ex-



STREET CAR CARD.

emplifies the progress of evolution in advertising. It makes a precedent instead of following one.

"There is one thing in particu-

lar I find an advertiser has to contend with: that is his ignorance about where and when to stop. There is such a thing as overdoing it. There is a limit to possibilities. If you spend too much money for publicity, you will not get it all back. Too much is as dangerous as too little. There is no safety except a well-balanced judgment."

"What class of advertising do you use?" was asked.

"Newspapers, street cars, house-to-house distribution, and painting. We have our ads in the street cars and leading newspapers of every important city in New England and Pennsylvania. We go where the most people are bunched. That is where the most sales are possible. The old theory used to be that none but country people buy patent medicines. We have knocked that theory into splinters.

"We have painted signs everywhere. Between Forest Hills and the Southern Terminal Station in Boston, a distance of about six miles, we have 2,500 feet or nearly half a mile of signboards, which breaks the record for the distance.

"As far as our newspaper advertising is concerned, we use only the best papers. Our ads occupy a space of twenty-one inches, every other day, in some papers, and in others fourteen inches, every other day, while we occasionally publish a very large ad. For all space we pay spot cash. Every bill found correct is paid within twenty-four hours, and this wins the good-will of the people we trade with.

"Our newspaper and car advertising has all been prepared by Mr. Bert M. Moses, secretary of the Omega Chemical Company. I attribute a good deal of the success of Omega Oil to the convincing, straightforward, homely way in which these advertisements have been worked. They appeal directly to the masses."

"What kind of advertising do you find pays best?"

"Newspapers and street cars; although we're afraid to stop using any one of the four methods mentioned, for fear it might really be the most important factor in our success after all. The newspapers reach the people and tell the story in detail; but the street

cars clinch the nail on the other side and fasten Omega Oil in the memory. Street cars are not a mere adjunct to advertising. They

Omega

Oil

Stops Pain

No combination of words is equal to the task of telling what a really good Lini-
ment OMEGA OIL is. 0396

NEWSPAPER AD.

are an essential element. They are the real and final force.

"Patent medicine advertising is peculiar. I do not believe it possible to-day to make a big success of any remedy without using the newspapers, because it is necessary to go into so many particulars, to give symptoms, to try in a hundred ways to touch the one responsive spot in so many different-minded people. People are moved by different impulses. The argument that makes one man buy turns another man away. It is only by getting after people from all points that the big majority is reached in an effective way.

"When I first conceived the idea of marketing Omega Oil some of my best friends told me I was making a mistake. No one gave me any encouragement. I like to do what people say can't be done, although I shall never forget the sleepless nights I spent at the beginning when thousands of dollars were going out in a constant stream and there was no certainty of getting it back again. If I had

my life to live over I would leave that part out.

"In one of the Western cities we are making a practical test of street car advertising, using no other medium whatever, not even a sign in the drug stores. We have been in these cars about five weeks and our sales are very satisfactory. The outlook is so promising that I may have to rectify my statement that newspapers are a necessity in advertising a patent medicine.

"The profit that comes to us is well mixed with pleasure. Omega Oil stops pain. It lessens the suffering of the human family. It does what we say it will do. Those who buy and use it get their money's worth. No money I ever earned in my life gives me such a sense of satisfaction as the money I make on Omega Oil."—*Profitable Advertising.*

INSTINCT AGAIN.

Auctioneer—I'm offered only five dollars for this magnificent work of art: who'll make it six dollars? Make it five-fifty, then: beg pardon, madam, did you say five-fifty?

Mrs. Shopp (Coldly)—No, sir, I said five forty-nine.—*Truth.*

THE SOLICITOR'S VALUE.

No advertiser can afford to cut himself off from the vast amount of valuable current information floating about in the advertising field on the tongues of advertising solicitors. The man who is afraid to expose himself to the arguments of solicitors, or who does not recognize any good to be gained from talking with them, or who does not provide for some way of giving advertising men the proper kind of reception, is not likely to become the most successful kind of business man. Of course the advertiser who opens his doors wide to advertising men will be obliged to talk with a vast number who have no ideas to give, and who can not comprehend anything deeper in the advertising business than an advertising contract; but he will find that a certain percentage of solicitors will prove themselves of sufficient value to him to amply pay for all his time and trouble.—*Indianapolis (Ind.) Industrialist.*

JUST TALK.

Talk through the newspapers as you talk to your customers when they come to your store to look at or purchase your goods, only say less. Tell all about your goods in the simplest language, that everybody can understand. You may be familiar with all the long words in the dictionary, and there may be some others in your vicinity who are, but the majority of people are not, and advertisements should always be written for the majority of people, not for the highly educated.—*H. L. Goodwin.*



**"FOUR SOLES WITH BUT A SINGLE THOUGHT
TWO HEARTS THAT BEAT AS ONE**

PUZZLE==Find the Calf.

AN ADVERTISING CURIOSITY FROM THE ELMIRA (N. Y.) "TELEGRAM" OF APRIL 1, 1920.

THE FLANDRAU ADVERTISING.

INTERESTING DETAILS OF THE METHODS BY WHICH THE FAMOUS MAKERS OF PLEASURE VEHICLES REACH THEIR PUBLIC.

The permanence with which impressions are retained in advertising is finely demonstrated by an illustration related to the representative of PRINTERS' INK, by Mr. Daniel T. Wilson, the sole partner now remaining of the firm of Flandrau & Co., 372 to 376 Broome street, New York.

The business was founded in 1860, by Mr. Albert S. Flandrau, and from that time until about 1884 was conducted under the style of A. S. Flandrau & Co. Fully fifteen years ago the A. S. was discontinued, and since then the concern has been continuously and industriously advertised under the name of Flandrau & Co.

"Notwithstanding this," added Mr. Wilson, "quite a number of our old customers will persist in writing to us as A. S. Flandrau & Co. I am thoroughly convinced of the power of advertising, but this is a clincher as to the permanence of its effects.

"Mr. Flandrau was not much of an advertiser, but he was a famous carriage-builder, and the son of a famous one, Mr. William Flandrau, who had began building them, here in New York, as early as 1830. About 1875, at the death of Mr. Flandrau, Mr. Seth C. Keyes became his successor, and I joined him in 1877. We immediately launched out into advertising, and indeed in those early days were accounted to be very large ones. Even in the days of Mr. Flandrau we had done a little, but in 1877 we enlarged the number of our mediums, enlarged our space in them and increased their frequency."

"Can you be more specific, Mr. Wilson?"

"Yes. For those early days we may have been classified as large general advertisers, for we did not confine ourselves to any one class, but to almost everything that came along. We were not content with the home market, but were enterprising enough to seek to make

sales, mainly through advertising, throughout the country. We advertised for this purpose in quite a formidable list of dailies in all the large cities of the country, except those in the extreme West. In those days many houses sent out almanacs, which reminds me that one year we made quite an extensive departure, sending out these," and Mr. Wilson picked up an ornate, though old-fashioned paper weight. "These you will notice are quite different from the common little ones of to-day. They cost between three and four dollars each, are of plate-glass, quick-silvered, and are individual ones, with the monogram of each customer to whom we sent it, carved in most elaborately. I cannot remember all the pioneer steps we took, but our most notable one was outdoor display. We had fences constructed as early as 1878, and elaborate scenes painted on them. So much so, that we were deemed plungers—the wise-acres shook their heads and prophesied our failure. The most notable sign we put up was one we had constructed on Coney Island Boulevard, opposite Howe's Hotel, a famous caravansary in 1878. When they unloaded the timber for it people thought a hotel was to be built there. The sign's size was 25x200 feet, and it took some months to paint the scene and our name."

"About what did your advertising cost in those days?"

"I cannot recall what our outdoor displays cost, but the newspapers cost us more than \$10,000 a year. Rates were lower then on the whole, and at first display was made in block type, but even in those early days we exacted and paid for position, and double rates for cuts, when cuts came into use."

"Did your early enterprise pay, Mr. Wilson?" was the interviewer's next question.

"It most decidedly did. We were fully rewarded for our plunging, if it may be termed that. We have always exercised good judgment we think, and never more so than when the old fogies were deprecating our course. Why, do you know we

still retain many of the customers we made in those early days?"

"Coming down to the days of modern advertising, what in your experience marked the difference in methods?"

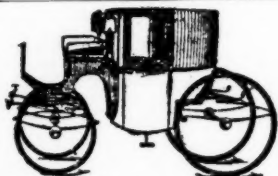
"I should say the adoption of advertising agents. Before that we had been going ahead unsystematically, without any method, without checking, and altogether in a haphazard way. But from the day we placed our business in the hands of an agent, we found that it saved us trouble, that it paid us better, that the service was better, and that altogether the new arrangement was very

written letters and personal ones. I have continued outdoor display, and enlarged upon it from time to time. Then, too, I have been in street cars, on the elevated railroad cars and the stations also. I have been out of these cars for a time, but believe I will renew in them in a short time. Among publications I have tried almost all kinds which would reach the classes of people I seek. These are of course the very best—the well-to-do, the cultured, the leisurely. I acquire my own lists from the accounts of social functions.

"I have been in theater programmes, and in the programmes of all such affairs as the Horse Show. I was in the magazines for a long time, but have discontinued them for no special reason. However, I am going to resume in them almost immediately. There is one season of the year during which I practically discontinue. That is mid-winter. I might expend \$100,000 then, and it wouldn't bring in a cent. I'm now using (or have only lately discontinued in one or two instances) the *New York Times*, *Tribune*, *World*, *Journal*, *Press*, *Herald*, *Sun*, *Evening Post*, *Mail* and *Express*, *Commercial*, *Brooklyn Eagle*, *Times*, *Standard-Union*, *Citizen*; two Jersey City papers and one in Newark; the *Atlanta Constitution*, the *Louisville Courier-Journal*, one Cincinnati paper, the *Pittsburg Dispatch*, the *Boston Journal*, the *Philadelphia Press*, the *Baltimore American*, the *Washington Star*; the *Kansas City Star*, one Albany paper, the *Providence Journal*, the *Newport News*, *Frank Leslie's* and *Harp-er's Weekly*, *Puck*, *Life*, *Brooklyn Life*, and probably a few more which I do not at the moment recall."

"Do you try to key your advertisements?"

"I have attempted to, but I find it impracticable. You see my class of customers is one which must be handled with kid gloves, and they would resent, in the majority of cases, the imputation that they have been influenced by an advertisement, however true it may be. Of course our powers of



Flandrau & Co.

372, 374, 376 BROOME ST.
Just east of Broadway 23, 3d, and 6th Av. L
4th Av. electrica pass door. at Grand St.

BUILDERS OF

Pleasure Vehicles

OF THE BEST CLASS,

FOR TOWN AND COUNTRY.

We carry in stock finished (or build to order) the largest variety of vehicles in the World, comprising every Standard Style and Novelty for driving, Single, Team, Tandem, Three Abreast and Four-in-hand, unrivaled in richness of design and finish, offered at prices the most reasonable for the highest grade of workmanship and material. A critical inspection of our stock is earnestly requested.

We receive in trade a number of second-hand vehicles of all styles, which, after being thoroughly repaired in our own factory, are offered at low prices.

satisfactory. This was about 1880. Our agents were W. W. Sharpe & Co., whom we still retain.

"I have been going it alone a great many years now," continued Mr. Wilson, "for Mr. Keyes died about the time we last spoke of. I may say that in the past fifteen years there are few of the accepted methods of advertising that I have not tried. Among these I may include circularizing. I have tried this both to lists bought from companies making it a business to supply such, and from lists acquired by ourselves. I have sent all sorts of literature and letters—booklets, folders, circulars, type-

observation are keen enough to detect the source occasionally, but not surely or often enough to base data upon."

"What is your opinion on the relative weight of morning and evening papers? Which in your mind is better for the advertiser?"

"I'm on the fence on that question. While I concede that the afternoon paper is essentially the home paper, it must be borne in mind that the morning paper generally has the larger circulation, covers more territory and carries greater weight with the average man."

"We have found," concluded Mr. Wilson, "that it has paid to advertise the cut of a carriage in connection with the name; not expecting, of course, a customer will desire to buy a Brougham or other vehicle at once because he sees one, but to so fasten on his mind the name of 'Flandrau' that the picture of a carriage will recur to him at once upon sight or hearing of the name, and if he sees a carriage in the street, or the picture of a carriage, he will think of 'Flandrau & Co.' We have found this has been efficacious in bringing people here, and has extended our name wherever carriages are used."

J. W. SCHWARTZ.

CIRCULATION AND BULLION.

If the advertising press could devote itself during this coming year to a demonstration of the advantages which advertisers could obtain for themselves by making a concerted demand upon publishers for definite information in regard to amount and distribution of circulation, it would be of the greatest possible benefit, both to advertisers and publishers. Were we desirous of purchasing gold bullion and were given a sample to assay, even though we satisfied ourselves that its purity was as claimed, we would certainly demand to know beforehand how many ounces could be purchased for a thousand dollars, rather than satisfy ourselves with the statement of the seller that a full thousand dollars' worth could be given, and that we need not concern ourselves with the weight thereof. One proposition is as reasonable as the other.—L. B. Elliott, of Bausch and Lomb Optical Co., Rochester, N. Y., in *Advertising Experience*, Chicago.

OF COURSE.

The man who does not advertise because he doesn't know how himself ought to stop eating because he can't cook.—*Danville (Va.) Register*.

AN ADVERTISING TALE.

The writer once knew a merchant who was anxious to do good advertising. At the same time he had never had educational opportunities and was a poor speller and knew it. To write an advertisement seemed to him a hopeless task until he hit on telling what he wanted to say to an imaginary listener and then writing it down as he said it. This in turn he would rewrite in phonetic style, spelling each word just as it sounded. His ads attracted attention because they were unique, and drew trade because they were strong and direct.—*Shoe and Leather Gazette*.

SLATES AS SHOW CARDS.

Few window trimmers appreciate the value of school slates for making a window display unique and attractive. The slate also makes a good background for mounting an article and showing it to the best advantage. The lettering may be put on with crayon or water colors, which are readily washed off when the display is changed. We suggest that should you have in contemplation a special sale of shoes or school equipment, the slate will be a good drawing card.—*Shoe and Leather Gazette*, St. Louis, Mo.

FOR RETAIL WINDOWS.

A customer often comes in the store and asks for a certain style of shoe displayed in the window. In order to explain which style it is, it is usually necessary to go outside and have her point it out. An easy way to overcome this trouble is to stock lot the styles. On the price cards, which you use on the shoes displayed, have the words "call for number" printed in one corner and put the stock number on. Then a customer will come in and ask to see shoe number so and so.—*Dry Goods Reporter*.

NOT FORGOTTEN.



"GARFIELD WAS A GREAT MAN. THE PEOPLE WILL NEVER ALLOW HIS NAME TO BE FORGOTTEN."

"I SHOULD THINK NOT. ISN'T HIS TEA LOVELY?"

HOW IT WORKS.

Of a confectionery house lately established on Broadway, New York, maybe you've had one of their cards, sent by mail. They are put into envelopes—liberal, square, cream tinted—sealed and postpaid. The compliments of the house are presented and you are invited to call, present this card, and receive in exchange a sample box of chocolate bon bons. It isn't much. Even if you go and get the chocolates, it wouldn't be much to get for nothing. But it's the way it's done. If you hear the name of this house mentioned, it is at once associated in your mind with something correct, genteel and pleasant. If you happen in the neighborhood of the place, you make an effort, for the sake of some one or two at home, to go in and get the sample box. The presentation of the card leads to a little talk. Then, just to show that you know a good thing, you buy another—pound or so. Isn't this true?—*New England Grocer.*

THE ENGLISH WAY.

The London *Truth* publishes a curious letter to show a certain style of advertising that prevails in England:

—Street, S. W., March 13, 1900.

MADAM—In case you may be attending Her Majesty's drawing room and desire to have your gown and jewels noticed in the *Morning Post*, I beg to inform you that the charge is 21s. for each dress. A check should accompany order and reach me here by 8 o'clock or later at the morning postoffice, 346 Strand, on the evening of the drawing room. Faithfully yours, A. CATMUR.

This advertisement *Truth* thinks makes a social revelation. When we read the society column hereafter we shall be able to tell how it is that dress descriptions are evolved and how gorgeous rhetoric is remunerated.

IS IT SO?

Old, established country newspapers are pretty sure to have a good and comparatively large circulation, particularly if they have been published fifty or sixty years, but the question comes up, "Where do they circulate?" An investigation will prove that a large share of their patronage is from people who have moved from the town to distant points, or residents of other localities who have many friends in the vicinity in which the paper is published. This kind of circulation doesn't help the local advertiser much.—H. L. Goodwin.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE DAY is practically the only daily read in many villages adjoining New London. Nearly 50 agents sell it.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is a profitable medium for advertisers to reach the best class of people living in the smaller towns. Circulation for June over 150,000 copies. Forms close 15th of month. Rate, 60c. flat. Send for sample copy and full particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

WE have had one letter from an advertiser who said he saw these advertisements of ours in this column. That shows they are read. We hope before our year is out to land two or three big contracts. THE COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

SOUTH CAROLINA.

THE EVENING POST, Charleston, S. C. is the only afternoon paper published in 100 miles of its office. It is the official advertising journal of Charleston, S. C.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE BEST.

WASHINGTON, D. C., April 5, 1900. Messrs. Geo. P. Rowell & Co., New York, N. Y.:

GENTLEMEN—Inclosed find check covering a copy of your latest issue of the American Newspaper Directory. We thought we could get along without your Directory last year. We are now conscious of having lost money by the operation. We simply can't get along without it. We have tried all. Yours is the best. Respectfully yours, OLDHAM'S COMMERCIAL INTELLIGENCE COMPANY.

Edward A. Oldham, Gen. Mgr.

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,
PRINTERS' INK PRESS,
10 Spruce St., New York.

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

A NEWSPAPER WITH A VALUE

is one advertisers should patronize. THE

Buffalo Review

is INDISPENSABLE to most of its readers and is valuable to all. It alone contains information which is necessary to thousands of its subscribers. It is read and kept on file.

Guaranteed Circulation, 10,500.

Eastern Agency:

W. E. SCOTT,

150 Nassau St., New York.

THE BUFFALO REVIEW CO.

BUFFALO, N. Y.

THERE NEVER WAS A LOCAL PAPER

in Trenton, the beautiful capital city of New Jersey, until the **TRENTON TIMES** got some new life and new spirit in it last spring. The price was reduced to a penny, a half dozen hustlers for local news put on the streets of the city, and the result is that the **TIMES'** circulation has now reached a figure never attained before in Trenton, and is growing by leaps and bounds. It is the best advertising medium in the city because it is the characteristic home paper.

TRENTON TIMES, Trenton, N. J.

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. **AMERICAN NEWSPAPER DIRECTORY.** Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. **GEO. P. ROWELL & CO.,** Publishers, No. 10 Spruce Street, New York.

The San Jose Herald

"**T**HE SAN JOSE HERALD is peculiar. It is unique. It does not permit the advertisers to run it nor the subscribers to dictate to it. The Editor and Manager runs the paper to suit himself. He writes just what he pleases and publishes it, taking all chances of being arrested for libel. If he lies about the circulation and it can be proven, he will give \$500 in Gold Coin to the party who will furnish the evidence. Advertising and subscription books are on the counter ready for examination and the proprietor of the **HERALD** will pay the expenses of competent experts to examine the books, the experts to be chosen by the advertisers; provided the subscription list is not found to be more than is claimed in any statement given from this office. **THE HERALD** is quoted more by the press of the Pacific Coast than any ten papers published in California. We will forfeit \$50 in Gold if this statement can not be proven true."

For Advertising rates, etc., address

CHAS. M. SHORTRIDGE,

EDITOR AND MANAGER,

San Jose, California.

Special Agent, C. E. GOODRICH, 34 Park Row, New York.

Representative, D. M. FOLTZ

The Evening Journal

*of
Jersey
City,
N. J.,*

goes into over Thirteen
Thousand Families in
Jersey City, and is a
guest in over eighty per
cent of the English-
speaking households in
the city.

*Average Daily
Circulation in 1899:*

14,486

The Practical Dairyman

with over **20,000** circulation among the creameries, factories, dairymen and farmers of Indiana, Ohio, Michigan, Illinois, Wisconsin, Iowa, Minnesota and Canada, offers advertisers the best facilities for reaching these classes, which are composed of ready and liberal buyers. The publication is the leading dairy paper of the country and is steadily gaining in popularity. Circulation guaranteed. Rates low. Sample will be sent free on application.

E. CHUBB FULLER, Publisher, INDIANAPOLIS, IND.

50,000 GERMANS

read the daily TOLEDO EXPRESS
and 75,000 others the Weekly.

Have you anything to sell that
they need? Experience of many
proves that you can reach them
in no other way so quickly and
cheaply as through the
DAILY and WEEKLY EXPRESS.

W. E. SCOTT,

150 NASSAU ST., N. Y.

EASTERN ADVERTISING MANAGER.

AHEAD OF ANY OTHER BOSTON DAILY.

BOSTON TRAVELER

During the past four months the BOSTON TRAVELER has carried more columns of paid advertising than any other Boston daily. This is not generally known, but it is true nevertheless.

Furthermore, the TRAVELER leads all the other afternoon papers in New England in circulation.

Average 1898,

76,868 Copies

THE S. C. BECKWITH SPECIAL AGENCY,

NEW YORK AND CHICAGO.

A HANDSOME SAVING!

P. I. Jonson, New York City:

Office of "THE SENECA DISPATCH." }
SENECA, Mo., March 31, 1900. }

DEAR SIR—Herewith I hand you my check for \$5, for which I want some ink, say 25 lbs. news, quarter pound each of job red and blue, 5-lb. can 20c. book, and balance in good job black, suitable for general stationery printing. I have no price list at hand and haven't time to wait for one now. Please take some care in routing this shipment via St. Louis, care the Frisco Ry., to Seneca, Mo., so the freight won't be as much as the cost of the ink.

Yours very truly,

D. W. GAHAGAN.

Printers Ink Jonson, New York City:

Office of "THE SENECA DISPATCH." }
SENECA, Mo., April 14, 1900. }

DEAR SIR—Shipment of ink for the \$5 sent you has been received and opens very satisfactory. Your 3 pounds "Extra Job Black" for \$1 is as good as any we usually get for a dollar a pound. Although my order was below minimum in weight, weighing but 50 pounds, the freight in this instance was but \$1.32, or about 25 per cent, but could pay 50 per cent freight and then make handsome saving by sending the money in advance. I have paid two or three times your price often for quick delivery, but it's going to be a very urgent case when I don't wait next time for your goods.

Yours very truly,

D. W. GAHAGAN.

The above order, if sent to any of the old-line ink houses, would cost Mr. Gahagan at least \$10, but he could take thirty or sixty days' time to pay the bill.

To secure my inks he had to plank down his \$5 in advance, but by so doing he saved \$5 and received his goods promptly. It is advisable to order in fair-sized quantities, as the minimum weight for freight rates is one hundred (100) pounds.

From April 2d to April 16th I received 540 orders, which is rather a good showing for two weeks' work, accomplished solely by advertising.

I cheerfully refund the money when a customer becomes dissatisfied, and also pay all freight charges. Send for my price list. If you use special inks, send me a small sample to analyze, and if the prices I quote are not lower than you are now paying, I won't ask a second trial.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

ALBANY

Albany, the capital city of the Empire State, has a fine system of Street Railways (all electric). The advertising privileges are controlled by us and your card should be displayed in all its cars, particularly the Albany and Troy line, where the daily traffic is immense.

GEO. KISSAM & CO.,
Corner State & Pearl Sts.,

TROY

has also a fine system of electric railways, covering the city proper and all the nearby towns and villages; the United Traction Co. controls both Albany and Troy and we will have the advertising privileges from May 1. Local advertisers as well as general can now be assured of first-class service in this city as well as Albany.

Room 47, Tweddle Building,
ALBANY, N. Y.

From Maine to California

the people of this country look to New York as the source of a general and liberal education, as well as for information as to

What to Eat,

What to Drink, and

What to Wear.

All who are able to do so make a personal trip to this city, and one of the first places to be visited is Brooklyn Bridge by way of the

Brooklyn "L"

Don't you see then, by having your cards in these cars, you are covering a field that extends from one end of the country to the other. It's not merely local advertising—it's one of the quickest and surest ways of giving your goods a wide introduction, and the cost is down at minimum.

For further information address

GEO. KISSAM & Co.

253 Broadway, New York.

WRITTEN BY B. M. KIRSTEIN, BANGOR, MAINE.